

The NATIONAL UNDERWRITER

Life Insurance Edition



*Was The "City of Brotherly Love"
Dedicated To a Woman?*

Before William Penn's first visit, he had named the capital city of his Pennsylvania colony. Historians have long pondered why he called it "Philadelphia." Perhaps he, being a religious man, was commemorating Biblical "Philadelphia." Perhaps he was combining the Greek words Philos and Adelphos, which together mean "brotherly love." But Philadelphia was popular as a girl's name in those days and much evidence indicates he was remembering the given name of a lost love of his youth!

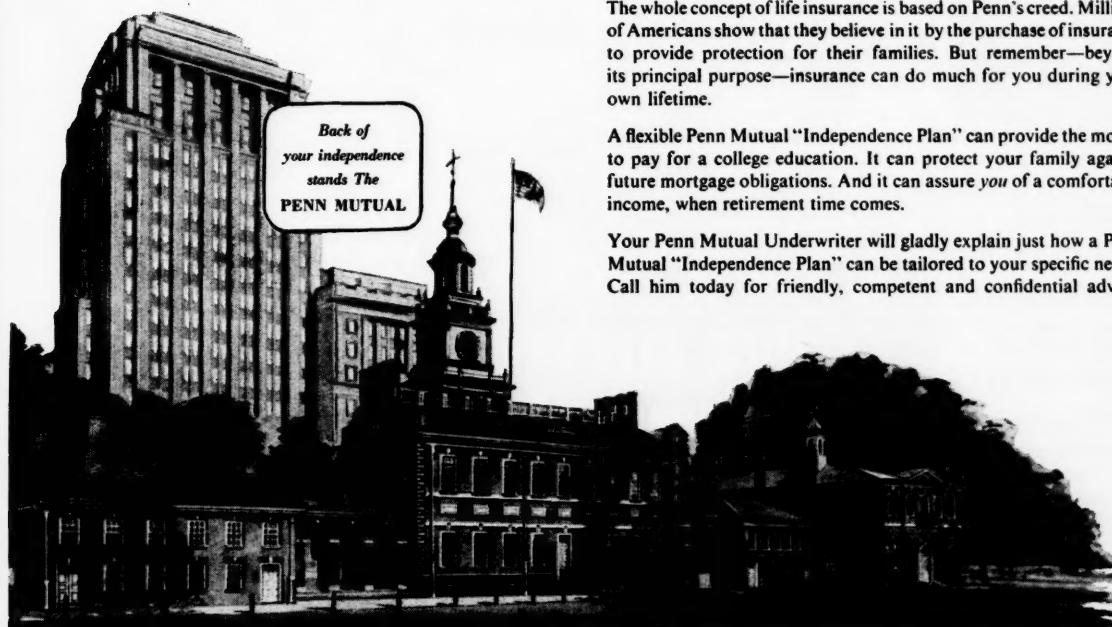
Dedicate a Penn Mutual "Independence Plan" To The Security of Your Loved Ones

Regardless of the actual origin of the name, Penn's city was certainly founded on the principles of "Brotherly Love." He promised liberty of conscience, religious tolerance and peace—standards of life that were to become the common heritage of all Americans.

The whole concept of life insurance is based on Penn's creed. Millions of Americans show that they believe in it by the purchase of insurance to provide protection for their families. But remember—beyond its principal purpose—insurance can do much for you during your own lifetime.

A flexible Penn Mutual "Independence Plan" can provide the money to pay for a college education. It can protect your family against future mortgage obligations. And it can assure *you* of a comfortable income, when retirement time comes.

Your Penn Mutual Underwriter will gladly explain just how a Penn Mutual "Independence Plan" can be tailored to your specific needs. Call him today for friendly, competent and confidential advice.



THE PENN MUTUAL LIFE INSURANCE COMPANY • INDEPENDENCE SQUARE, PHILADELPHIA

PENN MUTUAL ADVANCEMENT OPPORTUNITIES GO TO PENN MUTUAL MEN

FRIDAY, FEBRUARY 11, 1955

A NEW SHINING LIGHT FOR YOU

MR. AGENCY BUILDER:-

You'll never know what Fortune your Future holds until You see
the NEW Golden Rule Agency Builder's Contract
offered by

THE GOLDEN RULE COMPANY

Liberal Rewards To Your Agents For Helping You Build



The COLUMBUS MUTUAL LIFE INSURANCE COMPANY
Columbus 16, Ohio

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

59th Year, No. 6
February 11, 1955

Bankers L. & C. Denies FTC Charges and Jurisdiction

Says It Was Advertising a Plan of Insurance Not a Policy

Bankers Life & Casualty is denying the federal trade commission allegations that its advertising has been false, misleading and deceptive, and is also challenging the jurisdiction of FTC, counsel for the company declared as the hearing of its case got under way at Chicago Tuesday before Examiner Loren Laughlin.

There is a widespread interest in the Bankers L.C. case, and 20 or so observers were in the hearing room in the U. S. courthouse as the proceedings began. The crowd dwindled, however, as it became obvious that a day at least would be required simply for FTC to put its exhibits in as evidence.

Raymond Hays and Robert Sills acted as counsel for FTC, with Mr. Hays handling the case initially. He said a comprehensive subpoena has been served on Bankers to produce its 1954 advertising matter. Activities against which FTC has made charges, as of the time the complaint was filed, were not regulated by all states, and the jurisdiction of the commission is clear, he maintained.

Charles S. Short of the Chicago law firm of Brundage & Short represented Bankers. One of the most important aspects of Bankers' defense against the charges, he said, will be the distinction between the advertising of individual policies and the advertisement of a plan. Bankers used exclusively the latter approach, he declared, and did not advertise any particular policy. This line of defense has not been brought up by any other insurer charged by FTC. Mr. Short was, of course, alluding to the White Cross plan of Bankers, under which there are a number of policy combinations available.

Bankers has eliminated all matter complained of by FTC, Mr. Short observed, saying it thus becomes a moot question to argue the point of misleading statements. He implied that Bankers could not accept a cease and desist order if it were not practicing the acts alleged to be wrong.

By the conclusion of the first day, FTC had submitted 143 exhibits in evidence. For the second day the plan was to have the subpoenaed advertising material of 1954 reviewed and used, as FTC desired, as evidence.

The first 69 exhibits were tear sheets of newspaper advertisements developed at the home office of Bankers and printed in various cities. There were 74 exhibits of divers direct mail ads. At the start of the hearing the ads were introduced one by one, with a description of each given either by Mr. Hays or Mr. Short. When this process showed signs of becoming impossible, it was agreed that whole gobs of ex-

Add 260 to MDRT for '55, Record Roster Predicted

NEW YORK—The second list of qualifiers for the 1955 Million Dollar Round Table was released this week by Chairman George B. Byrnes, general agent here for New England Mutual Life.

The list includes 260 qualifiers whose applications were approved between Dec. 31, the cut-off date for the first list, and Jan. 31. These are divided among the five MDRT classifications as follows: Life and qualifying, repeating, 86; life members, 44; life and qualifying, first time, 41; qualifying and repeating, 37; qualifying, first time, 52.

The first list included 273 qualifiers, bringing the total through Jan. 31 to 533. This compared with 407 applications approved through Jan. 31, 1954. There were 1,492 qualifiers for the 1954 Round Table and it is expected the number will be larger this year. Closing date for filing applications is March 15.

This week the MDRT executive committee is meeting at Sea Island, Ga., to continue work on plans for the 1955 meeting, to be held at the Greenbrier Hotel, White Sulphur Springs, W. Va., June 27-30.

Following is the second list of qualifiers:

LIFE & QUALIFYING, Repeating
J. M. Abramowitz, Lincoln National, Baltimore; David Adelman, Mutual Benefit, New York City; D. W. Ashley, Northwestern National, Fort Worth; Paul Audet, Prudential Assurance Ltd., Quebec City, Can.; Wm. Aydelotte, Travelers, Schenectady; Jacques Barr, Mutual of N. Y., Chicago; Sam Baum, Guardian Life, Denver; W. A. Bethune, Jefferson Standard, Charlotte, N. C.; Harry Beube, Great-West Life, Hamilton, Can.; P. V. Birmingham, Phoenix Mutual, St. Paul; Fred Brand, Jr.,

Connecticut Mutual, Pittsburgh; I. H. Brewster, Phoenix Mutual, Pittsburgh, Pa.; J. E. Bromley, Massachusetts Mutual, Battle Creek; T. J. Brownlee, Equitable Society, St. Louis; George B. Byrnes, New England Mutual, New York City.

A. A. Campbell, Northwestern Mutual, Minneapolis; N. G. Caputi, Fidelity Mutual, Providence, R. I.; R. E. Castelo, Northwestern Mutual, Champaign, Ill.; E. L. Collins, New York Life, San Francisco, Calif.; J. P. Costello, Southwestern Life, Dallas; M. P. Coyle, Phoenix Mutual, New York City; F. B. Ensminger, Independent, Detroit; H. Evelyn, Prudential Assurance Ltd., Toronto; G. M. Galt, Massachusetts Mutual, Pittsfield, Mass.; Henry Ginsberg, Gulf Life, Miami; J. B. Glasser, Continental Assurance, Chicago; R. G. Gohn, Philadelphia Life, York, Pa.; S. S. Goren, Mutual of N. Y., New York City; L. G. Hardy, Imperial Life, Can., Toronto; R. A. Harrison, Franklin Life, Sacramento.

H. G. Hunt, Provident L. & A., Greenville, S. C.; Jack Isaacson, Metropolitan, Chicago; Gustave Jay, Independent, Newark; Newton H. Johnson, Independent, Toledo; E. L. Jones, Massachusetts Mutual, Detroit; H. P. Jones, Atlantic Life, Pittsburgh; J. E. Josephs, New York Life, Charlotte, N. C.; Herbert Paul Karlsruher, New York Life, New York City; Nathan Karpin, Massachusetts Mutual, Savannah; Nate Kaufman, Indianapolis Life, Shelbyville, Ind.; J. T. Kehoe, Jr., Southwestern Life, Dallas; John Kellam, National Life of Vt., New Canaan, Conn.; W. J. Kinnally, Northwestern Mutual, Milwaukee, Wisc.; M. J. Koch, Northwestern Mutual, Cincinnati, Ohio; P. E. LaChance, Prudential Assurance, Ltd., Quebec City, Can.

Lonnie Langston, Southwestern Life, Lubbock, Tex.; R. A. Lauer, Northwestern Mutual, Cincinnati; Frank Lazarus, Paul Revere, Providence; E. L. Leonard, New York Life, Winston-Salem, N. C.; H. R. Lindenberger, Ohio National, New York, Pa.; Maurice Linder, Travelers, New York City; E. T. Lothrop, Northwestern Mutual, Providence; H. R. McCoy, Penn Mutual, Philadelphia; Tom McCreary, New York Life, San Francisco; J. L. McDowell, New York Life, New York City; Kenneth R. Mackenzie, New England Mutual, Boston; Louis Matusoff, Kansas City Life, Dayton; R. Meadows, National Life of Vt., Binghamton, N. Y.; J. D. Miller, Mutual of N. Y., Chicago; Frank Nathan, New York Life, Los Angeles.

D. C. Newton, Connecticut Mutual, Syracuse; F. B. Northrup, Jr., Mutual Benefit, Syracuse; A. M. Palmer, Massachusetts Mutual, Miami; C. C. Peck, Canada Life Assur., Toronto; E. Pejau, Massachusetts Mutual, Cleveland; Milton Perlman, Independent, Chicago; R. (CONTINUED ON PAGE 20)

Late News Bulletins . . .

Aetna Life May Build Second Home Office

HARTFORD—Aetna Life is expected to reach a decision shortly, possibly this week, on whether to build a second home office outside of Connecticut. President Morgan B. Brainard told the annual stockholders' meeting this week that if an east-west highway in Hartford goes through as planned, Aetna "reluctantly will be forced to build either on the Pacific Coast or in some centrally located state." The company would continue to operate in Hartford, but the planned location of the highway would be so close to the present home office building that the planned \$3 million expansion of the present structure could not be carried through.

N. C. Bill Provides Free Look for A&H Buyers

RALEIGH—Sen. James has introduced four more bills in the North Carolina legislature bringing to a total of 11 his bills covering A&H insurance. One of the four would provide for a 10-day period for the applicant to examine his policy before accepting it. Another provides for service for process on mail-order companies through the insurance commissioner. Another gives the commissioner power to require the renewal section to be headed by a caption that is "plain and definite." The other is identical with a house bill which requires photostats of the application to be attached to each policy.

Zelle Chairman, Schmid President of Missouri

H. G. Zelle has been named to the new position of chairman of Missouri Ins. Co. Succeeding him as president is E. A. Schmid, formerly vice-president and treasurer. S. G. Koewing was advanced from assistant treasurer to treasurer, and J. Glennon Schreiber was named assistant treasurer.

No change in company management is contemplated by these moves as Mr. Schmid will continue as president of Mutual Bank & Trust Co.

Insurance in force increased \$14,521,914 during 1954, bringing the total to

(CONTINUED ON PAGE 23)

(CONTINUED ON PAGE 24)

Joint Group A&H Meet at Chicago Features Fine Card

Conference-Bureau Innovation Draws Attendance of Over 400

Teaming up at Chicago this week, H&A Underwriters Conference and Bureau of A&H Underwriters staged one of the most successful group meetings ever held. The joint program comprehensively covered a multitude of the problems facing the group A&H business today, featuring an exceptionally strong array of speakers. Each of the more than 400 persons attending had



J. W. Scherr, Jr.



G. E. Light

opportunity to get themselves on the program through the various question and answer periods or through the popular workshop sessions Tuesday and Wednesday mornings when there were several concurrent round table discussions.

The program got in high gear right from the start, with opening remarks by the conference president, J. W. Scherr, Jr., executive vice-president of Inter-Ocean; John P. Hanna, managing director of the conference, and George E. Light, group secretary of Travelers and chairman of the bureau group and statutory disability committee. J. F. Follmann, Jr., bureau general manager, made the closing address Wednesday.

Discussing the health insurance program for federal employees, Henry S. Beers, Aetna Life, termed premature a report that his company will be the issuing insurer for this group. He pointed out the bill under which the program will be set up is still in the drafting stage and will not go to Congress until late this month or early in March. Only after the bill is passed will the insurer be selected. He also made it clear that selection of the issuing company will not be made on a basis of claim facilities. In the report identifying Aetna as the issuing company it was stated the desirability of having wide spread claim-office facilities was a principal factor. Because of the high premium volume that will be required of the issuing company, and the fact that it must be licensed in all states, he said only a few insurers would qualify.

Representatives of both insurers and federal employees were consulted before drawing up the program, Mr. (CONTINUED ON PAGE 22)

Says Major Medical Coverage May Hold Key to Future of Whole A&H Business

The future of the A&H business is synonymous with the future of major medical insurance, A. M. Wilson, assistant manager of the A&H department of Liberty Mutual, said in his address before the joint group meeting of Bureau A&H Underwriters and H&A Underwriters Conference at Chicago.

Mr. Wilson, whose company originated major medical in 1948 as an experiment, described some of the questions and issues that have arisen under this form of coverage, and the possible effects on the A&H business as a whole.

The greatest number of people covered under major medical have a limited type of plan geared to produce the low rate, but this does not mean it represents the choice of the insured, Mr. Wilson declared. The choice was not whether to buy broad coverage or limited coverage, but to make a selection from what was offered. "The handwriting on the wall is already clear that limited plans will not survive," he said. "If it is true that broad coverage, when joined to a basic plan, produces such high costs that people cannot afford it, how will we prevent the people themselves from taking just one more step to the proposition that major medical expense is beyond the ability of the people to pay?"

"As I see it," Mr. Wilson asserted, "we have ignored the real facts of major illness for a long time. We have been deluded by the magic word 'pre-payment' which, incidentally, is not insurance at all. We have permitted the people to be persuaded into having a community project that we could all toss a few pennies a month into a pot and have our medical bills paid for... Hospital plans are considered good or bad based upon whether they pay the whole bill. Through advertising, people are advised to join the plan that pays the whole bill. Surgical plans were invented to 'pay all.' So, why not pay the non-surgical case as well? Thus, we now have major plans for minor medical. Year after year the amount that has to be thrown into the pot increases. With each increase, some supposedly minor item of coverage is added to make the increased premium more palatable, only to find after another year that the minor additional coverage has produced major losses. We have now reached the point where thinking men know that there is but one sound way to end the series of abuses and economic waste that have brought basic coverage to the brink of no return, and that is to introduce a deductible for minor medical. What is more, a man is no longer classified as a reactionary for advocating it."

Mr. Wilson, remarking that some Blue Cross-Blue Shield plans are introducing deductibles, noted that others are adopting forms of major medical without deductibles, and this will competitively influence coverage. The day is coming when broad coverage major medical will be written at a rate necessary to support it and be financed in part out of savings resulting from the deductible placed on the basic coverages, he said.

A basic deductible and a broad form major medical will bring about the end of uniform rating for all classes of people, he predicted.

The first major conflict of opinion to

arise, following the proof that major medical could be underwritten, was that of integration of this coverage with existing insurance. Mr. Wilson said initially Liberty Mutual was not concerned with integration, but there were those in the business who felt it should be integrated and that integration should be an objective in the experiment. Major medical was talked about as the newest addition to the family of A&H coverages, and as such took its place at the end of the parade, following hospitalization, surgical and medical, and "that army of frill coverages born out of the heat of competitive enterprise."

However, it had been determined that the cost of major medical could be high and if it was at the end of the line of group coverages, the amount left over to support broad protection was not sufficient. Out of this situation there developed a number of significant opinions on the whole question of this type of insurance.

Among these Mr. Wilson mentioned the issue of the major medical deductible versus full payment for minor loss in the so-called basic coverage. The deductible in major medical might be established to start with basic coverage features and continue to the point beyond which further out of pocket expense by the insured would create a major hazard. Major medical could then take over to assume 75 or 80% of the loss. Thus there were created deductibles of flat amounts, regardless of insured's income, ranging from \$50 to \$500, or deductibles geared to income such as 1%, 2%, 3% or 5%, subject to minimums and maximums. There are deductibles based on a calendar year basis and on a disability basis, but Mr. Wilson pointed out the difficulty arising out of this comes from the question in the mind of the insured who is paid the full cost of his hospital care, a \$5 or \$10 surgical expense, a \$2 or \$3 office call under one policy and under the other must spend his own money via a deductible when he has a severe and costly illness. There is a question of fundamental approach. Mr. Wilson said: "Should broad coverage for major medical be eliminated by a deductible approach to maintain false economic concepts inherent in basic group insurance plans or should the deductible idea be introduced into basic group insurance plans, so the savings resulting from payment on small claims can be used to support broad coverage from major losses?"

Another issue of opinion is that of terminating benefits after a specified period of time. Some plans now on the market limit benefit payments for any one injury to one or two years, but there is a question about the expenses in the third, fourth and fifth year. If there is an expense after two years, is it not a major medical expense because it was preceded by one or two years of expense? To carry major medical over a longer period of time, up to the point where the maximum is exhausted, requires careful reserving by the insurer, and Mr. Wilson mentioned that this is a basic element of insurance.

With the idea of limiting coverage to one or two years, there came the

increase in maximums, so that there were plans limiting the time during which expenses were covered, but providing as much as \$10,000 or even \$20,000. "What will the people say when they begin to realize that except for the very wealthy person, a \$20,000 maximum with a two year limitation could provide considerably less in benefits than a \$5,000 maximum without such a time limit?"

It is easy for the insurer to set up a proposition that if medical expense in any given period of time, such as 30 or 60 or 90 days, is not sufficient to equal the deductible, there is no major expense, and therefore no coverage. Some plans pay no benefits for any 60 or 90 day period in which the expense is not equal to or in excess of the deductible. This eliminates some minor prolonged expense from building up to a major medical loss, and eliminates minor expense following a serious major expense, but Mr. Wilson said it also introduces a time element into an economic problem of major illness which places an arbitrary control over benefits which in an individual situa-

(CONTINUED ON PAGE 21)

McNAMARA CHAIRMAN

C. G. Ashbrook New President of North American, Ill.

Charles G. Ashbrook has been elected president of North American Life of Chicago, succeeding Paul McNamara who becomes chairman.

Harold Hornberger, actuary, H. O.



C. G. Ashbrook



Paul McNamara

Cedarholm, secretary, and Daniel J. Uhrig, president of American Bakeries Co., Chicago, were elected to the board to fill the vacancies caused by the retirement of Earl S. Ashbrook, W. O. Morris and John A. Risk.

Mr. McNamara, a son of the founder, John H. McNamara, joined North American in 1916. He was named vice-president in 1927, executive vice-president in 1944 and president in 1951. He has been a director since 1922.

Mr. Ashbrook has been with the company since graduation from Denison University in 1921. Elected to the board in 1938, he was made vice-president in 1944 and executive vice-president in 1951. Active in affairs of LIAMA, Mr. Ashbrook is a past chairman of its A&H section and also currently is chairman of the agency advisory committee of H&A Underwriters Conference.

North American made record gains in all categories last year. New paid life insurance totalled \$33,040,540 and insurance in force gained \$15,117,843 to total \$190,256,296. Assets rose \$2,634,514 to total \$36,993,261. Capital and surplus reached a new high of \$2,931,045. A&H premiums at the year end totalled \$1,607,498, an increase of about 16%.

E. H. O'Connor Reviews Compulsory Bills at Economics Society Meet

Edward H. O'Connor, managing director of Insurance Economics Society, reported on pending legislation on compulsory sickness insurance at a meeting of the executive committee this week in Chicago. Orville F. Grahame, vice-president and general counsel of Massachusetts Protective Association and Paul Revere Life, was chairman.

Reports also were presented by Mr. Grahame, who is chairman of the planning and finance committee, and Robert D. Wisely of North American Accident, treasurer.

Mr. O'Connor mentioned the introduction of compulsory sickness insurance bills in Arizona, Connecticut, Massachusetts, Michigan and Nevada. He warned that with the political situation such as it is in Massachusetts there were fears of unfavorable legislation being effected.

He referred to states which already have compulsory sickness plans, mentioning that in California and New York bills have been introduced to liberalize present laws.

Supreme Court Refuses United's Petition on Cal. A&H Complaint

The Supreme Court has refused to review efforts of United of Chicago to halt the disciplinary proceedings against it by the California insurance commissioner, who charged the company with misleading A&H advertising, fraudulent conduct in the sale of commercial A&H, and description of benefits of particular policies without reference to exclusions, restrictions and conditions. United charged the commissioner was discriminating against it because similar types of representations had been used by other insurers in California for many years.

Continental Companies

GENERAL OFFICES: CHICAGO, ILLINOIS

ANNUAL FINANCIAL STATEMENT

**Continental Casualty Company
and its subsidiary Transportation Insurance Company
Consolidated Financial Statement—December 31, 1954**

ASSETS	
Cash	\$ 17,391,558
United States Government Obligations	56,713,262
Canadian Government Obligations	6,008,903
Other Public Bonds	71,628,146
Public Utility Bonds	776,246
Miscellaneous Bonds	2,018,872
Preferred Stocks	6,729,591
Stocks of Associated Life Insurance Companies	12,984,091
Other Stocks	41,798,814
Administrative Office Buildings	8,444,988
Net Premiums in Course of Collection (Not over 90 days past due)	8,327,866
Accrued Interest and Rents	1,002,389
Other Assets	3,035,027
ADMITTED ASSETS	\$236,859,753

LIABILITIES

Unearned Premium Reserve	\$ 54,282,402
Reserve for Losses	76,605,822
Reserve for Loss Adjustment Expense	6,411,000
Reserve for United States and Canadian Income Taxes and Excess Profits Taxes	7,372,819
Reserve for Other Taxes	3,444,243
Miscellaneous Liabilities	3,337,602
Minority Shareholders' Interest in Subsidiary	324
Total Liabilities	\$151,454,212
General Contingency Reserve	\$ 29,681,343
Capital (Shares of \$5 Par Value)	10,000,000
Surplus	45,724,198
Surplus to Policyholders	\$ 85,405,541
TOTAL	\$236,859,753

All securities are carried in accordance with the requirements of the National Association of Insurance Commissioners as follows: eligible bonds at amortized values; insurance stocks at pro rata share of capital and surplus; all other securities at quotations prescribed by the Association.

Consolidated net premiums written during 1954	\$163,926,845
Increase over 1953	21,557,356

†RAYMOND H. BELKNAP
Vice President

WM. McCORMICK BLAIR
William Blair & Company

WILLARD N. BOYDEN
Vice President

EDISON DICK
*Chairman, Executive Committee
A. B. Dick Company*

†HARRY W. DINGMAN
Vice President

FRANK R. ELLIOTT
Banker

BOYD N. EVERETT
Vice President and Treasurer

JOHN A. HENRY
*Vice President, Secretary,
and General Counsel*

ARNOLD B. KELLER
*Senior Consultant and Director
International Harvester Company*

HOMER J. LIVINGSTON
*President
The First National Bank of Chicago*

*JAMES J. MERTZ
Vice President and Comptroller

*LOUIS C. MORRELL
Vice President

†HOWARD C. REEDER
Executive Vice President

*J. M. SMITH
First Vice President

JOHN E. STIPP
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*Director
The Quaker Oats Company*

STUART J. TEMPLETON
Wilson & McIlvaine

ROY TUCHBREITER
*President
KENNETH V. ZWIENER
President, Harris Trust
and Savings Bank*

*Continental Casualty Company only

The detailed Annual Reports of the Continental Companies
are being prepared. They will be furnished upon request.

Casualty Insurance

Accident—Sickness—Hospital Expense
Fidelity and Surety Bonds

Fire and Allied Lines
Domestic and Foreign Reinsurance

Life Insurance

CONTINENTAL COMPANIES

One of America's Great Insurance Institutions

CONTINENTAL COMPANIES BUILDING • 310 SOUTH MICHIGAN AVENUE, CHICAGO 4, ILLINOIS

Major Medical May Replace Group A&H, J.E. Hellgren Says

Major medical is not only the coming thing, but it may completely replace group hospital and surgical plans, J. E. Hellgren of Lumbermens Mutual Casualty said at the combined meeting of Bureau of A&H Underwriters and H&A Underwriters Conference at Chicago.

"With the proper deductible and with, perhaps, some element of co-insurance," there is no reason why "a comprehensive medical plan should not replace all group lines except life and loss of income," he said.

Major medical has been a slow starter partly because of company reluctance to enter a field lacking experience and partly because the public is not ready to accept deductibles in health coverages. Mr. Hellgren opined that through proper education the public could be made to accept medical deductibles just as they do those in auto.

Admitting that group A&H writing has about reached the saturation point as far as large industries are concerned, Mr. Hellgren urged an expansion of small group coverages. He emphasized that the only difference between insuring 1,000 employees working for 65 different concerns and 1,000 employees working for the same employer was the increased clerical maneuvering necessary—a problem easily solved by improved systems of handling and slightly increased rates.

Pure group insurance may not be in the cards, according to Mr. Hellgren, and he offered as possible substitutes the insuring of persons in smaller industries under franchise plans, or insuring through employers' or professional associations.

Mr. Hellgren deplored the practice of letting unions dictate coverages. Employers should be guided by the insurance companies so that they are able to negotiate with the labor organizations. Unions don't want government in insurance any more than the industry does, he said, but more cooperation is needed to dispel dissatisfaction with the present setup.

Liberal coverages at low costs bring on few complaints. In order to build up public satisfaction Mr. Hellgren encouraged group men to push the sale of fringe benefits. Dependents' benefits, diagnostic x-ray, polio benefits, and all the other trimmings available should be used to further the good will of the industry to its insured.

Among other suggestions made by Mr. Hellgren to improve public relations were the selling of income protection as an essential and basic part of hospital and surgical insurance and a solution to the problem of an insured employee who retires.

Indianapolis Life, Kaufman Set Records in January

Indianapolis Life's January sales reached an all-time high, exceeding volume for the same month a year ago by 43%.

Nate Kaufman, Shelbyville, Ind., established a single month company production record, writing \$701,000. He submitted 43 applications for an average of \$16,302. Mr. Kaufman has led the company during 12 of the 15 years he has been associated with it.

Atlantic National About Ready

Atlantic National Life, the life company in process of organization at Anniston, Ala., expects to have paid-in

capital of \$1 million by the time it begins operations in a few weeks. The company already has \$500,000 of paid-in capital.

President is A. C. Shelton, a former vice-president and secretary of Life of Alabama and an organizer of that company.

Elect Blaul at New Orleans

Richard F. Blaul, Pacific Mutual Life, was elected president of New Orleans Managers Assn. at its annual meeting.

Paul Light, Travelers, was named vice-president, and Michael J. Kennedy, National L. & A. secretary.

Booth, Ferguson Head Prudential Policy Depts.

Prudential has appointed Richard H. Booth general manager of the ordinary policy department and Leslie I. Ferguson general manager of the debit policy department. Mr. Booth, formerly associate general manager, joined the company in 1934 and for a time was executive manager at Chicago. Mr. Ferguson, who joined in 1932, has been assistant director of methods in the planning and development department.

Others named in the ordinary de-

partment were Everett J. Park, assistant general manager, and Gilbert M. Stout, manager of the ordinary premium billing and accounting division. Mr. Stout, who succeeds Mr. Park, has been an assistant manager.

Richard C. Kaempfer, formerly manager of the personnel division at Toronto, succeeds Mr. Ferguson in the planning and development department.

In the law department, William C. Maloid and Donald B. Munsick, formerly associate counsel, were appointed assistant general solicitors, and August J. Mitchell Jr., an attorney, was named assistant counsel.

WHO WRITES WHAT?

WE DO!

If you have a client whose income seems to leave no choice but Term, yet whom you know has a real need for permanent protection, better look at NWNL's level-premium Elective Life.

Issued either Par or Non-Par, ages 16 to 54, minimum amount \$2,500, the Elective Life is a combination of Whole Life and Term providing large protection at very small cost. The policyowner can continue the contract on this basis to age 60, at which time he may elect a reduced amount of permanent Whole Life at the original low rate, or he may retain the full original amount as Term to age 70 at the same rate, or he may continue the full amount as Whole Life at an increased rate.

The Elective Life offers cash values after second policy year; may be combined with additional Term riders; may be converted to other permanent coverage at any time up to age 60; and is issued substandard to 500%.

SAMPLE RATE: Age 35, \$10,000 Non-Par, \$163.30 annually. Paid-up insurance end of 10th year, \$1,640. Cash value end of 10th year, \$900.

For full details contact the nearest agency of

NORTHWESTERN NATIONAL LIFE OF MINNEAPOLIS

40 years' experience in brokerage service

NEWS NOTE

from **FIDELITY**
A WELL-BALANCED COMPANY

New Pension Trust Policy Offers Unusual Flexibility

In this new policy you may have insurance protection and retirement income in any desired proportion. Each benefit stands separately although in the same policy.

A "stop-and-go" feature makes this policy of particular interest to the buyer.

The plan is provided at a very low cost. Cash value is 90% of reserve the first year; 95% the second; and 100% the third. Annual dividends.

"Redistribution" commission scale.



The
FIDELITY MUTUAL
LIFE INSURANCE COMPANY
THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

The man with a
SUCCESSFUL
FUTURE
at his
fingertips



Even before he calls on his first prospect, the Liberty Life representative can feel optimistic about his career.

The reason is that he can expect a growing income...real opportunities for advancement...continued sales training...security for himself and his family.

Liberty Life is the kind of company that the forward-thinking insurance man can be proud to represent.



LIBERTY LIFE
INSURANCE COMPANY
Greenville, South Carolina
Financial Freedom For The Family

Recommend Against Disability Benefits in Minnesota

The immediate threat of compulsory disability benefits legislation in Minnesota has been squelched by a special advisory council authorized by the 1953 legislature.

The council, which voted 6 to 4 against the move, filed a 104-page report of findings. The majority opinion was that there already exists adequate machinery for such needs, while the minority claim was that a large part of the state labor force will not get sickness and disability protection unless the state intervenes.

Another bill would provide for incorporation of non-profit A&H organizations and give the commissioner the right to examine their books.

Life Advertisers Eastern Round Table Mar. 17-18

Donald E. Lynch, director of public relations of Mutual Benefit Life, has been named chairman of the 1955 Eastern Round Table conference of Life Advertisers Assn. The round table will be held in New York City Mar. 17-18.

Among the discussion leaders will be Leighton Harris of New England Mutual on how to merchandise a policy, Walter Harrison of Travelers on how to reach a specific market, Ted Ferree of New York Life on how to induce more agents to use direct mail, and Dudley Martin of Institute of Life Insurance on how to develop news about a company.

The conference annually attracts about 125 advertising, public relations, sales promotion and direct mail men and women of life companies on the east coast and Canada.

Mr. Lynch has been with Mutual Benefit Life since 1953. He formerly was director of public relations of Life Insurance Agency Management Assn.

Federal Ill. Has Gains

New business of \$46,693,864, a gain of 14%, made 1954 the best production year for Federal Life of Illinois. Insurance in force reached \$217,952,769, up \$29,752,655. Assets increased \$1,999,477 to \$38,635,825. A&H premiums increased nearly 10%, reaching \$3,043,044.

After strengthening special reserve funds and paying \$150,000 for stock retired under the mutualization plan, surplus increased to \$2,513,519.

Pension Conference to Meet

American Pension Conference will meet Feb. 17 in New York City to discuss benefits, in addition to pensions, for retired employees. Gilbert W. Fitzhugh, 2nd vice-president of group insurance of Metropolitan will speak and a panel of conference members representing various fields will assist in the discussion period.

Conn. General to Vote on Directors

The board of Connecticut General has recommended Albert C. Jacobs, president of Trinity College, Hartford, and Reese H. Harris Jr., senior vice-president in charge of the trust department of Connecticut Bank & Trust Co., Hartford, for election as directors. The election will take place Feb. 23. George E. Bulkley, who has been with the company since 1897 and now is a director, will be elected an honorary director at the first meeting following the Feb. 23 election.

Hooper-Holmes Bureau has opened a Canadian office at Calgary with Thomas Braidwood in charge.



In Pacific Mutual's SELECTION Process

helped Arthur K. Coty (Los Angeles) determine that he could succeed, and opened the way for his meteoric rise to top rank standing in the Big Tree Leaders Club within his first year, and to production leadership of the W. W. Stewart General Agency—one of Pacific Mutual's foremost—in his third year.

Quality is the dominant objective in all of Pacific Mutual field procedures.

Pacific Mutual

LIFE INSURANCE COMPANY
HOME OFFICE: LOS ANGELES, CALIF.



LIFE Since 1868 • ACCIDENT Since 1885
SICKNESS Since 1904 • RETIREMENT PLANS Since 1919
GROUP INSURANCE Since 1941

MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES
Management Consultants
To Insurance Companies
Established 1945
P. O. Box 101 Queens Village, N. Y.
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St. Louis 'Million Dollar Hour' Offers Many Success Tips

ST. LOUIS—Robert C. Newman, special agent New England Mutual Life, gave the members of Life Underwriters Assn. of St. Louis some of the secrets in personal production that have enabled him to write and pay for \$1 million or more in each of 32 years, including 14 years with \$2 million or more in paid-for business, with an overall production of \$52 million of ordinary and \$47 million in group. He was a surprise participant on the program of the association's third annual "St. Louis' Own Million Dollar Round Table Hour".

"Success or failure in the life insurance business is just a matter of three extra calls on prospects each week," Mr. Newman declared. "Most men fail in this business because they are not willing to make that extra effort to succeed. And the public has a better understanding of the value and need of life insurance protection today."

Mr. Newman stated he had no special secret to successful selling and his best advice to young men entering the business would be to aspire to be good life insurance men. "How to do it, I just don't know for sure. Just keep working and better organize your work." He pointed out 84% of the men in the business know how to work, another 14% know how to work and to manage themselves, but the remaining 2% who attain the greatest success not only know how to work and manage but also to plan their method of operation so that it will really work for them.

He said he always plans his next day's work and suggested making a plan of daily efforts and then getting that plan to work. If anyone just followed that simple formula day by day and did not become a million dollar producer within the next three years it was because he was willing to settle for less, he stated. "I don't like to work," he said. "All life insurance men like to loaf, but I do my loafing in the other man's office. Since I don't like to work I decided to make my work play and to play all day at it." His record as a million dollar producer is said to be the greatest ever obtained by any individual life insurance agent in America.

Other "million-dollar" speakers on the practical down-to-earth presentation of basic selling attributes were Joseph W. Mooney, special agent New York Life who entered the business in 1939, and Kenneth Spetner, special agent for Travelers who began in life insurance in 1949.

Mr. Mooney said the business advice he could give any new agent was that his present company had the best training program for him to follow. He contended that if the agent would make the fullest use of all the training facilities of his company and adhere strictly to the production pointers that he learned thereby he would be sure to succeed.

As to his personal methods of selling, he said he tries to train a prospect on the next step that is to be taken in attaining his ultimate life insurance protection program, adding that in 1954 he wrote 21 persons each for \$2,000 or less. "These small policies are more important than many in life insurance seem to realize," he said. "Last year 20% of my volume was on repeat cases. Your best prospect is already in your policyholder file." He

also maintains a birthday card list of 1,800 and usually follows up with a personal letter 18 to 20 weeks after the birthday.

Commenting on the prospects for general business in 1955 with lots of money in circulation, more homes being purchased and the stock market at high levels and fine dividend checks being sent to stockholders, he said: "We don't have to do the selling job required in 1939. Our biggest competitor is our own other diversions and activities. If you will just control them you should do your biggest business in 1955."

Mr. Spetner described how he uses the savings angle to interest prospects sufficiently to purchase life insurance. The plan came from his own personal experience when a veteran life insurance agent discussed with him the need for saving something month by month, year by year. He pointed out the excellency of the time today to discuss personal savings with any prospect, since his accomplishments in 1954 are fresh in his mind.

He queries the prospect as to what he saved in 1954 and if he makes as much in '55, what does he plan to save

in that year from his untaxed income. He follows up with some statistics, such as the average person reaching age 65 having only \$250 in cash and that bankers report that the average life of a bank savings account is only 1 1/4 years. He explains that it is the opinion of experts on savings that to save money a plan is necessary with four basic principles involved: Set up amount planned to save; sufficient time intervals for contributions to the plan; the overall goal set, and getting going on the plan. Mr. Spetner then shows how he can set up such a plan for the prospect in his company.

Again



JOHN W. YATES
ROBERT L. WOODS, CLU.
LAWRENCE E. SIMON
DANIEL AUSLANDER, CLU.
(left to right)

MASSACHUSETTS MUTUAL at new ALL-TIME HIGH LEVEL IN 1954

SALES

Ordinary Life, New High Level.....	\$438,076,750
Previous High Level, 1953.....	\$382,062,029
Increase over previous all-time high.....	\$ 56,014,721

LOS ANGELES AGENCY, John W. Yates and Robert L. Woods, C.L.U., General Agents, with 1954 sales of \$21,815,276 led the field and topped by \$1,197,382 the previous all-time high for any Massachusetts Mutual agency.

NEW YORK CITY AGENCY, Lawrence E. Simon, General Agent, November production exceeded the largest amount previously sold by a Massachusetts Mutual agency in any month.

DANIEL AUSLANDER, C.I.U., New York City Agency, was the leading producer for the year. His November sales exceeded by \$693,629 the previous all-time single month high for a Massachusetts Mutual man, set in November, 1953.

100 TOP PRODUCERS	1954	1949
100 Leaders.....	\$125,718,806	\$66,512,866
Average per man.....	\$ 1,257,188	\$ 665,128
100th Man.....	\$ 657,532	\$ 413,761

LEADING AGENCY	1954	1949
	\$21,815,276	\$ 13,181,930

ALL-TIME RECORD MONTHS

Sales in each of 10 months exceeded the records for the corresponding months in all past years. January sales of \$43,643,608 topped by \$8,142,334 the previous record high for a single month set in October, 1947.

RECORD-BREAKING QUOTA BUSTER

\$104,545,235 written in 33 Quota Buster Days exceeded by 33% the previous high level contest record made in 1953.

MILLION DOLLAR PRODUCERS

Each of 50 representatives placed over \$1,000,000 Ordinary Life in the Massachusetts Mutual for a total of \$86,044,399, compared with 15 million-dollar producers and \$18,301,707 five years ago.

MASSACHUSETTS MUTUAL
LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS

Life
A & H
Group
Franchise
Hospitalization
Brokerage
Reinsurance

life insurance in force exceeds
\$700,000,000.00

PLUS: One of the most advanced agents training programs in the nation . . . Supervised offices . . . Trained Group men to assist agents . . . An alert Underwriting and home office staff . . . Top commissions.

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

Theo. P. Beasley, President

Home Office, Dallas



Everybody's Talking About...
UNITED OF OMAHA'S

20-20

CASH REFUND PLAN

ADVERTISED IN
LIFE

It's the plan that's being advertised in national magazines reaching millions of American families. It's the plan that helped United of Omaha break all records with the largest single day's business in its history. For complete information write today to Agency Department, United of Omaha.

HOME OFFICE:
OMAHA, NEBR.

United
OF OMAHA



CANADIAN OFFICE:
TORONTO

MORE THAN A BILLION DOLLARS LIFE INSURANCE IN FORCE

New Sales Records Set by General American

General American Life set new life insurance sales records in 1954, production exceeding \$292 million. Ordinary sales passed the \$67 million mark, an increase of 12%, and initial group coverage topped \$225 million, including the company's share of the government's group program. A&H sales surpassed those of the previous year by 7%.

Insurance in force of \$1,824,127,950 represented a gain of \$267,859,568. Benefit payments totalled \$24,112,937 and in addition dividends and experience rating credits paid policyholders amounted to \$5,566,000, an increase of \$500,000.

New ordinary production records were established in 1954, all states and territories in which the company operates. Twenty-two agencies had production of a million dollars or more.

Equiowa Adds to Board, Advances Harper, Bahls

Equitable Life of Iowa has named John P. Harper assistant general counsel and Carl R. Bahls assistant auditor.

Named to the board were Ruben A. Rath, chairman of Rath Packing Co., Waterloo, Ia., and Frederick B. Whitman, president of Western Pacific Railroad, San Francisco.

Mr. Harper joined the company in 1950 following 12 years in private practice. With the company since 1948, Mr. Bahls was named auditing assistant last year.

Pru Names Long, Wachtel at Pittsburgh, Philadelphia

Prudential has appointed Paul E. Long and Edgar M. Wachtel associate directors of agencies at regional headquarters at Pittsburgh and Philadelphia, respectively.

Mr. Long, who joined the company in 1934 and most recently was manager at Pottsville, Pa., will assist Director of Agencies Wayne E. Philips in supervising district agencies in the Allegheny region. Mr. Wachtel, manager at Louisville since 1952, went with Prudential in 1942. He is assigned to a similar position in the mid-Atlantic region under Director of Agencies Conger Brown.

Confederation Sales Soar

New life insurance issued by Confederation Life rose to a new high in 1954 of \$126,872,104, an increase of \$13,986,199. Total life insurance in force was \$1,399,342,375. Assets of \$318,391,782 reflected a gain of \$21,199,724. Total income was \$57,758,537, premium income \$45,565,897 and net income from investments \$12,192,640. The latter represented an earned interest rate of 4.1%. Reserved surplus rose \$2,457,865 to \$24,327,078.

O'Hara to Life of Virginia

Robert L. O'Hara, assistant manager at Florence, S. C. for Metropolitan since 1952 has been named manager there for Life of Virginia. He joined Metropolitan in 1949.

Prudential Changes in Pa., N. Y.

Prudential has appointed Fred N. Dudgeon and Vernon D. Wiley in charge of district offices at Braddock, Pa., and Hempstead, N. Y., respectively. Mr. Dudgeon, who succeeds the late John Y. Thamess, joined the company in 1937 and has served at McKeesport, Pa., Newark and Pittsburgh. Mr. Wiley, who succeeds Ivan Vrbanich, recently promoted to associate director of agencies at Brooklyn, went with Prudential in 1942. He has been at Boston since 1952.

Bridges, Meyer, Fuller Get High Agency Posts

Indianapolis Life has advanced Hobart Bridges, Al Meyer and Darwin F. Fuller from field supervisors to assistant managers of agencies.

Both Messrs. Bridges and Meyer will have headquarters at Indianapolis. Mr. Bridges, formerly an assistant manager for Mutual of New York, has been with Indianapolis Life since 1946. Mr. Meyer was an agency organizer for New York Life before going with Indianapolis Life in 1942.

Mr. Fuller will have headquarters at St. Paul and be in charge of agencies in Minnesota, Iowa and North Dakota. He is a former agency director for New York Life and has been with Indianapolis Life at the home office since 1940.

There Goes The Man We Want!

Sure, we know that everybody wants a "Self-starter", but we've got something HE wants — a new Direct Contract that's a "natural" for the man who is going places and wants to cash in on the trip.

We have an exceptionally fine portfolio of standard and special Life policies, plus accident, sickness, surgical benefit and hospitalization coverages.

DIRECT AGENCY openings in: Maryland, Ohio, Indiana, Iowa, Kentucky, Missouri, Mississippi and Arkansas.

WRITE TO:
J. DeWitt Mills
Supt. of Agents

Mutual Savings Life

5701 Waterman St. Louis 12, Mo.



A Combination Company offering all forms of Ordinary Life, Weekly Premium Life, Hospitalization, Health and Accident, and Credit Life Insurance.

\$161,936,345

Life Insurance in Force Dec. 31, 1954

Our 48th Year of Service

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February 11, 1955

LIFE INSURANCE EDITION

Jamison & Phelps Hold Annual Meeting

Anyone in good health and not selling more life insurance today than ever before just isn't working, according to Grant L. Hill, vice-president and director of agencies of Northwestern Mutual Life. Speaking at the annual meeting of the Jamison & Phelps Chicago agency, he stressed the importance of paying for a greater number of lives, especially in the early years, which will result in an easier time for the agent as he progresses in the business. He suggested 50 lives per year. Mr. Hill also gave numerous examples of agents with "dynamic ideas" which put them suddenly into the million-dollar-a-year category after a number of years of life insurance selling which had not even approached this mark.

Eric J. Wien, assistant director of agencies, discussed various types of competition and how Northwestern Mutual meets competitive situations. There was also considerable discussion on dividends of the tontine or termination type, which the company does not use.

O. Alfred Granum of Amery, Wis., who consistently produces over \$1 million annually, described his seven-step method of presentation of a planned estate program. He selects his prospects from a group which he feels is congenial to him as to age, salary, needs, hobbies, etc. Mr. Granum is highly selective with his prospects and if he finds a man does not appear interested after granting an interview, he excuses himself as quickly as possible. Also, if he is advised to "drop back some time" he returns only if he has nothing better to do. An iron-clad rule of Mr. Granum's is never to attempt a close without the wife being present, nor does he at the time of presenting his illustration attempt to go over a prospect's existing policies. All matters such as this he leaves until some time after the sale has been made.

L. J. Loenthal, the Jamison & Phelps 1954 volume winner, gave some of his thoughts on how to be a success in the business. He also stressed getting good prospects, meaning people with somewhat the same tastes, etc. "Why waste time when an interview is an unpleasant procedure?" he queried. "Enjoy your interview by seeing the right kind of prospect." He also suggested developing self-confidence and sincerity to the point where they are communicated to the prospect.

'54 Union Central's Best: Mutualization Effected

Union Central Life, which in 1954 registered its best year with new business of \$275,399,944, a gain of 33%, completed mutualization of the company during the year. Insurance in force increased \$177,081,612 to total \$1,862,074,632 and assets increased from \$695,674,403 to \$715,498,374.

Reserve for asset fluctuations security valuation and other contingencies at year end amounted to \$9,054,006. After paying \$1,828,600 to re-purchase capital stock and complete mutualization, and setting aside \$4,887,056 for 1955 dividends to policyholders, surplus was increased to \$26,440,754, which is \$905,037 more than the amount of capital stock and surplus combined at the beginning of the year.

Benefit payments of \$54,835,211 brought the total of such payments since organization to \$1,478,359,970.

He advocated developing a willingness to stand up to at least some of the rebuffs and disappointments in the business and also not to be afraid to put money in the business "even though it hurts", such as time-saving machines, competent help, etc. He advised taking time from the business to give something back to it by being active in underwriter and company associations.

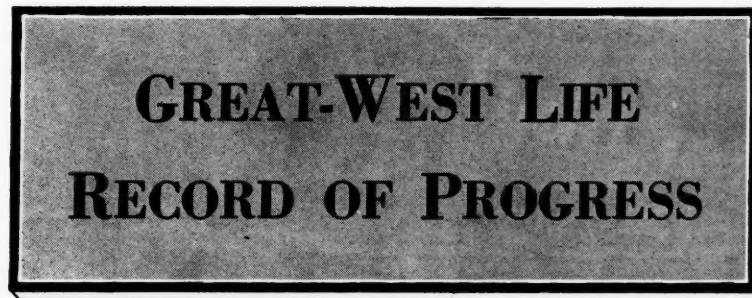
Mr. Loenthal does not drop in on people unexpectedly, feeling that it lowers his dignity and probably annoys the prospect by giving the ap-

pearance that his time is not being respected.

Charles Rausch, who is with Northwestern in Baltimore, gave a highly inspirational talk on "Exploring the Heart of the Prospect." He said a man is unsuccessful in the business if he is not selling a half-million dollars each year after the first two years in the business. Any man who has sold at least four lives in one month can write a half million, he said. To do this, "lose yourself in the desire to help people and people will respond to your sincerity."

Mr. Rausch believes that offering a survey or illustration is often turned down because a man has heard it before. He should first be told what a wonderful product life insurance is and then he will gladly give all information needed. In this way Mr. Rausch is able to write substantial amounts on the first interview based on present salary. Later he gets the other information and sells more insurance.

The award for quality business went for the second year in a row to William McKechnie; and Henry W. Shedd won a prize for most lives written.



Expanded services now
cover 710,000 policyholders
in Canada and United States

There was marked progress in all phases of the Company's operations during 1954. New business (which included the Company's share of the United States federal employees' group plan) was up 26%. The net rate of interest earned on all investments was 3.93%—an increase over the previous year. The Company now administers 2,500 group welfare plans covering 300,000 employees. Accident and Health premium income increased 24%.

The following comparative figures illustrate the Company's growth during the past year:

1954	1953
\$2,685,000,000	\$2,370,000,000
393,000,000	313,000,000
513,900,000	477,000,000
485,000,000	452,000,000
27,900,000	25,100,000
77,000,000	68,800,000
14,700,000	11,800,000

THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA



"higher PER-EFFORT earnings..."

**... since coming with Wisconsin National,
is the recurring story of our new agents**

This healthy trend will be continued and broadened with the addition of these new plans:

- Special Whole Life Policy — Minimum \$10,000
- \$20 Family Income for 20 years
- \$10 Family Income to age 65
- Jumping Juvenile (\$5,000 Endowment at Age 65 — \$1000 to age 21 — plus return of annual premiums paid.)
- Deferred Annuity — \$100.00 annual units
- Income Disability—Monthly Income \$10.00 per \$1000
- Term Supplements—Riders may be issued for 10, 15 or 20 years

WISCONSIN NATIONAL LIFE INSURANCE CO. OSHKOSH, WISCONSIN

Openings in — Wisconsin, Michigan, Illinois, Indiana, Minnesota

LIFE • SICKNESS • ACCIDENT • HOSPITAL • POLIO

Here's the rule
by which we measure
all that we do . . .

the KEYS of HEALTHY PROGRESS
are SAFETY, INTEGRITY and SERVICE

following this rule
we have accomplished
a 60% increase in insurance
in force in the
last five years.

Career Opportunities for Agents

in 11 Western and Midwestern States

For Complete Details
Write To
R. D. CANNELL
Agency V.P.

UNION NATIONAL
Life Insurance Co.

1325 N ST.
LINCOLN NEBRASKA

Jordan Agency Holds Annual Sales Meet

The Earl C. Jordan Massachusetts Mutual agency of Chicago at its annual sales congress and Big League Alumni banquet heard three home office executives discuss various phases of the business. Frank L. Meeske, superintendent of agencies "dared" his audience on nine points, among them working a full eight-hour day, self-programming, contacting 80 new prospects per month and every year recommending two new prospects who might be suitable to enter the life insurance business.

Michael Marchese, 2nd vice-president, discussed various phases of underwriting and presided at a lively question period. Chester O. Fischer, vice-president, presented the awards and spoke at the banquet. Qualification for the agency Big League is writing \$30,000 per month at least two months out of one year. Each month the group meets for lunch.

Mr. Fischer during his talk displayed a large quantity of articles from various national newspapers, magazines, etc., which stated flatly, without the usual hedges, that 1955 is going to be a great year economically, which, of course, includes life insurance. Predicting the next 10 years will also be great ones for life insurance, he pointed out that the population is by no means insured even as well as it was in 1940. Then 14% of the working population earned incomes up to \$5,000 or more; 14% of available income went into savings and 14% to life insurance. In 1954, 14% again went into savings but only 8.6% into life insurance. He warned the agents that all of the predicted good times would mean nothing unless they got out and "hustled".

Under the direction of Carl F. Tagge, assistant general agent, there was a panel covering a list of 25 questions on time control, prospecting and the use of sales tools. Panel members were Ernest C. Boege, Maurice T. Paine, T. S. Stein, and John J. Ward.

Group prospecting was handled by Bernhard F. Kalb, Jr., group regional manager; Rauland C. Fischer, C. Arthur Guzzardi, Charles A. Smith, Richard W. Stitzel and Russell H. Swisher.

Mr. Jordan in his remarks pointed out that in 1954 the agency paid for \$14,395,581 of ordinary and \$113,197 in annuities, finishing in third place country-wide. Paid-for group, giving the agency 2nd place country-wide, was \$13,894,914. The agency placed men in the first 100 leaders, and 11 men paid for one or more group cases, and three members made the Million Dollar Round Table. More than \$1/2 million in first year and renewal commissions were paid by the agency in 1954.

Winners in various categories were: Saul Farber, full-time group leader with \$1,046,342; applications, Thomas C. Smith with 164 sales representing \$665,392 in volume and \$38,988 in premiums, and volume and premium leader was Maurice T. Paine with 87 sales and \$1,466,450 volume and \$49,265 premiums.

Fidelity Mutual Holds Rally

President E. A. Roberts outlined "Objectives and Responsibilities" and Vice-president C. L. Pontius discussed "What the Company Is Doing" at a three-day agency building conference of Fidelity Mutual at Philadelphia.

Members of a panel on methods of agency building included General Agents G. N. Charuhas, Miami; E. H.

Meyers Jr., Detroit; and W. G. Pierce, Philadelphia, and Manager J. T. Flanagan Jr., Philadelphia. Panelists who covered agency supervision consisted of General Agents Toy Karppinen, Camden, N. J., and C. E. Butler, Chicago.

Chairmen of the discussions were L. J. Doolin, manager of agencies; G. A. Stearns, associate manager of agencies, and Hans Guenther, assistant manager of agencies.

The conference was attended by 34 agents.

Union Mutual Promotes Brimigion, Roberts at L. A. Names Banks in Florida

Union Mutual Life has promoted Samuel P. Brimigion Jr. and Robert L. Roberts to manager of agencies and regional group manager, respectively, in the western division at Los Angeles, and has appointed John E. Banks manager of its new Jacksonville agency.

Mr. Brimigion, most recently supervisor of agencies in the western division, also served at the home office. Mr. Roberts, group field supervisor in the western division since 1953, joined the company in the group department in 1951. Mr. Banks entered the business with Prudential at Wilmington in 1931 and went with Acacia Mutual there in 1942. He later became manager at Jacksonville and subsequently joined Continental American there in the same capacity.

• "Trends in A&H Insurance" were discussed by Armand Sommer, vice-president of Continental Casualty and U. S. Life, before a meeting of A&H Assn. of Philadelphia.

CONTINUED GROWTH!
LUTHERAN BROTHERHOOD now has better
than HALF A BILLION DOLLARS
worth of life insurance in force!

Much of LUTHERAN BROTHERHOOD'S
recent growth
as a fraternal society
can be traced to the
loyal, persistent effort
of its representatives. These men are
members of the
"Brotherhood Club,"
each of whom sold
more than half a
million dollars worth
of life insurance dur-
ing 1953.

RICHARD L. FALCK
Northfield, Minnesota
1953 production
\$544,000



WALTER REILAU
Watertown, South Dakota
1953 production
\$544,000

During the twelve months of 1954, the
Lutheran Brotherhood Sales Force produced
\$91,759,552.00
of new life insurance, issued and paid for.

This is a
14.64% increase
over the sales of new business for
the twelve months of 1953.

Admitted Assets as of December 31, 1953
\$84,328,974.51

Life Insurance in force December 31, 1954
\$851,323,359.00

If you are interested in your sales opportunities, write for
an interesting booklet, "CAREER OPPORTUNITIES."

THIS IS YOUR LIFE INSURANCE SOCIETY

Lutheran Brotherhood

LEGAL RESERVE LIFE INSURANCE
CARL F. ORNRUD, President
608 Second Avenue South • Minneapolis 2, Minnesota

Meet Me at the Manx Hotel
At Union Square
In the heart of the shopping, business, financial, and entertainment districts. 300 guest rooms. Garage Service. Cocktail Lounge.
Sightseeing and Travel Information in Lobby
300 Rooms
Highs from \$6.00
Doubles from \$8.00
Suites from \$12.00
All with bath
225 Powell Street
San Francisco CALIFORNIA

February 11, 1955

LIFE INSURANCE EDITION

11

Committees Named for LIAMA Spring Meets

Committees have been announced for the joint spring meetings of LIAMA's agency management conference and A&H committee, March 14-17 at Chicago.

Chairman of the conference is Kenneth D. Hamer, vice-president Pan-American Life.

A&H chairman is Harry J. Shaffer, vice-president Acacia Mutual.

The agency management conference will open March 14 and continue for 2½ days. The fellowship dinner will be March 14. The A&H meeting will open the afternoon of the 15th and will run until the morning of the 17th. Both meetings will feature general sessions and workshops. A forum discussion in the A&H meeting will take place on the 16th.

Business Opposes Doubling of Agent Fees in N. C.

A proposal that the license tax for insurance agents in North Carolina be doubled to \$5 per year was opposed at a hearing before the joint appropriations committee of the North Carolina legislature. The proposal would yield an estimated \$172,195 more a year in revenue. The protests were mostly by representatives of fire and casualty companies, who contended that the increase might drive some of the smaller companies out of business and result in retaliatory license increases in other states which have reciprocal fee schedules.

E. C. Brooks of Durham, an attorney, said he represented 13 fire and casualty insurers incorporated solely in North Carolina. Their treasuries, he said, have been somewhat depleted by Hurricane Hazel, and he opposed the increase from \$2.50 to \$5. He said that 37 states—including North Carolina—have reciprocal agreements so that other states would charge North Carolina insurers the same fees North Carolina charges out-of-state companies. In only eight states are license fees more than \$2.50.

He contended that if license fees were raised to bring North Carolina an additional \$300 per year from each of his companies, it would cost them an extra \$6,000 to do business in 20 states under reciprocity.

Committee members contended that the law is against agents not the companies, but it was stated that the companies pay the fees.

Another lawyer, Arch Allen of Raleigh, said he represented 17 domestic insurers. He asked the committee to defer action until his association could present further information on how members would be affected.

Andrew Schwitter, secretary of Carolina Casualty, said that his company has expanded into 25 states during the past two years and that he opposed arbitrary increases in license fees.

T. A. Wilson, president of the Textile Ins. Co. of High Point, N. C. said his company now does business only in North Carolina but expects to branch out into other states and feared the effects of the reciprocal agreements once it does expand.

The appropriations committee will hold a hearing on a proposal to increase premium tax of North Carolina companies from 1 to 2.5% which would make it the same as charged out-of-state companies.

Central Life of Iowa Elects Director, Promotes Three

Central Life of Iowa has appointed C. Max Miller assistant treasurer, Vernon R. Remer assistant agency secretary and Robert T. Repass assistant secretary. Wayne L. Huffman, vice-president and general manager of Northwestern Bell Telephone Co. for

Iowa, was elected to the board.

Mr. Miller joined the company in 1938 and has been manager of the mortgage loan department since last July. Mr. Remer started with Central in 1939 and since 1946 has been agency assistant. Mr. Repass first joined the company in 1935, working for two years. He returned to the company in 1951 after experience outside the insurance business.

• Milwaukee life managers at their January meeting heard a talk by Willard C. Brudi, manager of agencies for Lincoln National Life.

Mutual Benefit Staff Hears 10-Year Report

A special program to report the progress of Mutual Benefit Life in the past 10 years was staged before the home office staff by President H. Bruce Palmer and other officials. This was part of the company's 110th anniversary observance.

The company now has \$3.5 billion of life in force, an increase of 56% in 10 years; policyholders assets have grown 66% to \$1.5 billion; new busi-

ness has more than doubled from \$132 million in 1944 to \$297.9 million; premiums in 1954 totaled \$125.5 million, compared with \$75 million 10 years ago. Investments earned nearly \$51 million last year, compared with \$28.5 million; policyholders have increased 13% to 410,000; and the home office staff has increased from 685 to 1,062.

• Chicago Home Office Life Underwriters Assn. at its February meeting heard a talk by Dr. B. L. Boynton of the rehabilitation center of Chicago.



Yours for Life



and Casualty, too



I'm tired of insurance men that cluck over chicken feed when they should be aiming for the Million Dollar Round Table. Find out what a boost you can get from our youthful vigor and "early bird" philosophy. Stop scratching for peanuts and look for a perch in our friendly roost. Ask the wise old birds at UCLIC—you can talk turkey with them.

Roy A. Foan, Vice President and Director of Agencies

A network of General Agencies throughout Union's 16 states is presently in formation. A few choice territories are still available.



**UNION CASUALTY AND
LIFE INSURANCE COMPANY**

17 East Prospect Avenue, Mount Vernon, New York

why doesn't the firm pay him commensurately? They are gambling on future earnings. Venture capital. It is abundantly justified in commercial life. But life insurance is intended for protection of established value and should not gamble on business futures. A business has mortality prospects even as an individual. The firm's assets may increase, or decrease, in value. It is difficult enough to appraise the individual and accept him as a risk without assuming the risk of the success of the firm.

This is an excerpt from the new edition of "Risk Appraisal" by Dr. Harry Dingman, vice-president of Continental Assurance. Acknowledged as an authoritative work throughout the insurance world, more than 800 life and A&H companies use the book as a basic text. It has received enthusiastic praise from many million dollar producers. The new edition now is available from the National Underwriter Co., 420 East Fourth street, Cincinnati, or any of its branch offices. The price is \$12.50.

S. M. Strong Agency Hits 50-Year Mark

The Sherman M. Strong Chicago agency of John Hancock Mutual is celebrating its 50th anniversary and started out the year with its largest January.

Col. Joseph H. Strong, Sherman Strong's father, founded the agency and was active in it until his death in 1941. During his entire career, Col. Strong was always a tremendous personal producer and paid for more than \$1 million several consecutive years in the early 1900's.

Sherman Strong entered the agency in 1915, and was appointed associate general agent in 1929. He became sole general agent on the death of his father. Father and son together in 1927 produced the then fabulous total of nearly \$4 million in business.

A graduate of Brown University and LIAMA school, he has spent his entire business career with John Hancock except for World War I service. A specialty of the office being brokerage and surplus lines, Mr. Strong has devoted considerable time to working out special methods of serving brokers.

Other key members of the agency staff are Norman W. Cahn, assistant general agent who went with the agency as a supervisor in 1941 after a number of years of life insurance experience; Albert G. Baker, with the agency since 1944, is brokerage manager, and Julia Clark, cashier, has been with the agency since 1925.



S. M. Strong

Manufacturers Cuts Rates, '54 Sales Set New Record

Manufacturers Life, which in 1954 registered a new business record, has reduced rates in the U. S. and Canada. An extremely favorable mortality rate, together with favorable interest earnings, made the reduction possible.

New business last year totaled \$250,889,621, and brought insurance in force to \$1,903,876,072. Assets reached a new high of \$590,693,764, up from \$540,282,970. Benefit payments totaled \$31,672,765, of which \$21,859,404 went to living policyholders.

Foster Wins Top Award

The Shenandoah Life distinguished service award, presented each year to its outstanding branch manager, went to Russell D. Foster, Philadelphia, for his 1954 record.

J. F. Follmann Tells of Noteworthy Work Done by A&H Bureau

The writing of A&H insurance is probably more complex and has more subtleties and inherent pitfalls than any other major form of insurance, J. F. Follmann Jr., general manager of Bureau of A&H Underwriters, told Life and A&H Claim Assn. of Philadelphia in tracing "64 Years of Service" by the bureau. To treat these factors glibly can be to invite grave consequences, he said.

The bureau began as International Assn. of Accident Underwriters in 1891, a chaotic time for the business. Companies were failing rapidly, broad underwriting knowledge and scientific gathering of experience were lacking, competition between writers was ruthless and policies left much to be desired.

Today the bureau's 94 companies in 16 states, District of Columbia and Canada have assets of \$44 billion and A&H premiums of \$1.4 billion or one-half of the A&H premium volume. Through its work public confidence in A&H has grown, with the result that coverage in force in the last 10 years has increased 500%.

Among the bureau's accomplishments has been the collections of loss experience on a broad exposure basis. These collections, the only ones of their kind that deal with American risks, have, since their inception, served to furnish the only broad scientific basis for rate making in the A&H field in this country, Mr. Follmann said.

Some early accomplishments of the organization were: Collection of health insurance loss experience statistics, which first revealed that the risk of insuring health increased with age of insured (1903); a manual of occupational classifications used in writing accident insurance, which was the first to be based on multi-company experience in America (1904), and shortly afterward, discussions of the length of time benefits should be paid for total disability, which was responsible in part for the ultimate decision to pay such benefits for the duration of life.

A. H. Anthony Louisville Manager Mass. Mutual

Massachusetts Mutual has appointed Alan H. Anthony, formerly agency supervisor at Baltimore, manager at Louisville, replacing Robert T. Colgan, who has resigned as general agent there to concentrate on personal production. Rauland C. Fischer was named district group manager in greater Chicago. Mr. Anthony joined the company at Baltimore in 1949. Mr. Fischer, who joined in 1950, will operate under the general direction of Bernhard F. Kalb, group regional manager.



A. H. Anthony

K.C. Life Feted Fitzgerald

Kansas City Life's agency building award for 1954 was presented to R. L. Fitzgerald, manager of the Missouri agency, at a luncheon in his honor at Jefferson City. The agency had a volume of \$12,315,670 last year, a 21% increase. Other factors also are taken into account in making the award.

Among guests at the luncheon was Governor Donnelly of Missouri. C. W.

Arnold, vice-president and superintendent of agencies, presided and an address was made by W. E. Bixby, president.

Central Life, Iowa, in Force Goes Over \$400 Million

New business of Central Life of Iowa in 1954 totaled \$41,814,297. Insurance in force reached \$403,739,787 as against \$384,853,035.

Assets increased \$6,670,960 to \$134,911,401, and surplus rose \$547,247 to \$11,759,893. Interest earned during the year was 3.49% before taxes and 3.31% after taxes. Benefit payments amounted to \$6,894,929.

The company has just recorded the biggest January sales total in its history. Sales last month were 72% more than those for the same month a year ago.

Crown Life Registers

Greatest Growth in '54

Crown Life's growth in 1954 exceeded that of any previous year, insurance in force at the year end totaling \$1,261,000,000 compared with \$1,123,000,000. The in force figure has doubled in six years. Annual group A&H premiums now total \$1,600,000.

Assets of \$199 million represent an 11% gain. The net interest rate rose to 4.12%. Surplus reached a new high, with \$1 million being added to actuarial reserves and \$1.5 million to general surplus.

D. C. Department Moves

The insurance department of District of Columbia will move Feb. 14 to new quarters in room 220 in the District building, 14th and E streets, N. W. The move is a part of a plan to group about 20 of the district government's tax collecting agencies in the municipal center, where the department has been housed.

University Head Lauds N. Y. Insurance Society Plan of Instruction

NEW YORK—Strong endorsement of the Insurance Society plan of having instruction given by teachers actually in the insurance business came from Admiral Richard L. Connolly, USN (retired), president of Long Island university, at the annual faculty dinner of the society.

Admiral Connolly recalled that many years ago President Nicholas Murray Butler of Columbia university insisted that teachers keep closely abreast of new developments, either through research or through work in the field. The speaker said it is necessary for those in any line of work to constantly improve themselves for the job that lies ahead. Skeptics can always point to "self-made" men who have got ahead despite lack of education, but nevertheless they could have done a better job with education.

Admiral Connolly stressed the need for a broad education for the insurance man who wants to rise in his profession. Recalling the stir that was created when it was first proposed to introduce English as a subject in technical schools, he got quite a laugh with the gag about the engineering student whose reaction was that "us engineers don't need to know no English."

Dean Arthur C. Goerlich of the society's school opened the program with a brief talk. Edward King, president of the society and of the Hooper-Holmes Bureau, asked the faculty and staff members of the society to take a bow, then introduced Admiral Connolly.



Beneficial THOUGHTS

FEBRUARY . . .

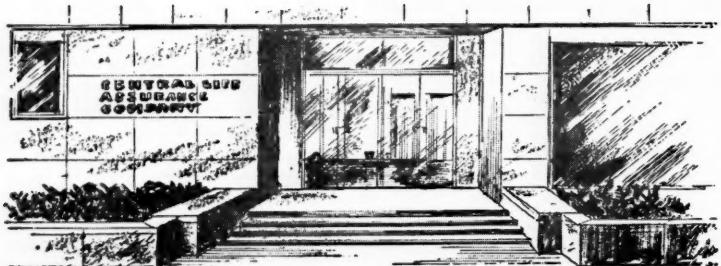
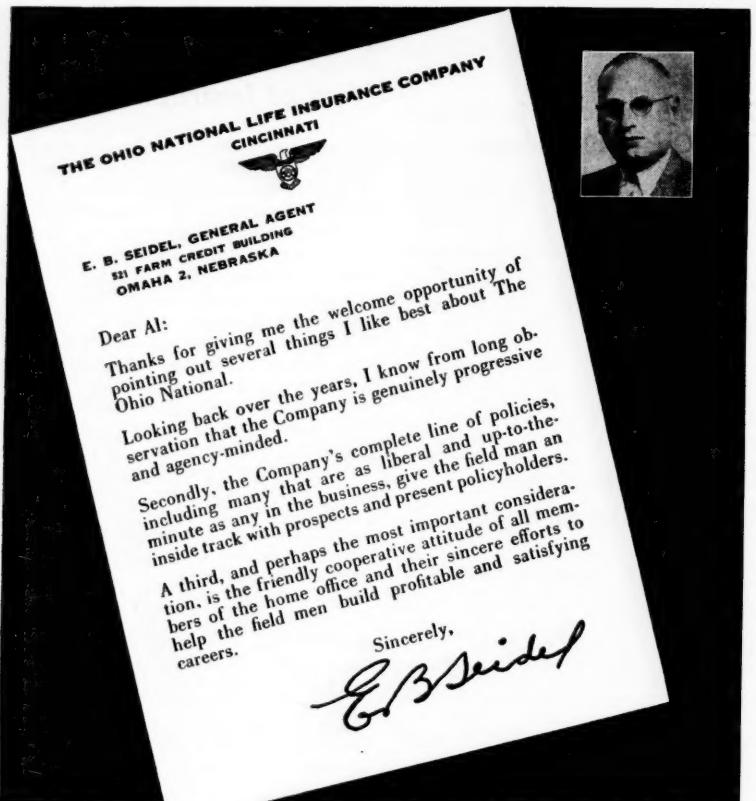
... the month of Presidents . . .

Perhaps one of the most important lessons to be learned from the lives of great men is that they seemed to be able to make better use of their time—and so were able to equip themselves better for service.

Do you suppose that principle could also apply to the lives of Life Insurance men?

BENEFICIAL LIFE
Insurance Company
David O. McKay, Pres.
Salt Lake City - Utah





New home for a growing company

Efficient management plus carefully chosen and trained personnel have combined to maintain the sound and consistent growth of Central Life over the last 58 years.

As a result, one of the most modern office buildings in the midwest is now under construction and will soon house the company which has established this enviable record.

"Where QUALITY is the Keynote"

CENTRAL LIFE ASSURANCE COMPANY • Des Moines 6, Iowa

Central Life offers ambitious
Life Underwriters and General
Agency minded men . . .
A STRONG COMPANY
GENEROUS COMPENSATION
EFFECTIVE TRAINING
EXCELLENT TERRITORY



GUARANTEE FUTURE PROTECTION

With life insurance, carefully planned for your individual family needs by the Praetorians . . . experienced in protective benefits for over 55 years.

SINCE 1898

THE PRAETORIANS
Life Insurance
DALLAS, TEXAS

ACCIDENT AND HEALTH

FTC Handling of A&H Citations Unfair: Combs

LITTLE ROCK—Commissioner Combs at a meeting of Arkansas A&H Underwriters Assn. characterized as "unfair" the actions of federal trade commission in its handling of complaints against A&H companies for false and misleading advertising.

Mr. Combs stated that FTC agents called upon his department about two years ago, "seeking our cooperation on checking complaints. We were told that the FTC wouldn't do anything without conferring with us. Then came the blast in the newspapers by the FTC. It was unfair and it was uncalled for."

Mr. Combs declared that most of the complaints which the Arkansas department has received against A&H insurers were against so-called "fly-by-night" groups which move into a town for a selling campaign of several days and then move on. "My advice is to buy your insurance from someone you know," he commented.

Raymond Robinson, North American Accident, Little Rock, was elected association president, succeeding Julian White, Business Men's Assurance. Earl Poole was elected vice-president and J. R. Saxon, South National, Little Rock, secretary.

Cincinnati A&H Assn. 'Quizzes the Experts'

An "ask the experts" program was the feature of the January meeting of the Cincinnati Assn. of A&H Underwriters, when a panel of three members gave their answers to a variety of questions. Thoral Schehr of the Schehr agency was moderator and panel members were Richard H. Ormond of Massachusetts Indemnity, Arthur Wade of Lincoln National Life and Edgar Karaffa of Bankers Life & Casualty.

Most of the questions dealt with subjects of current interest—the income tax law, federal reinsurance, and supplementary coverage to union fringe benefits and Blue Cross-Blue Shield plans. Others dealt with advantages of weekly premium insurance, selling key men, objections, exclusion riders, and steps in the sale.

The Cincinnati association, with more than 150 members, is one of the largest if not the largest local accident and health association in the country. It is also one of the oldest. In recent years two of its members have been president of the Ohio association—William A. Case of Inter-Ocean, and R. W. Bickelhaupt of Mutual Benefit H. & A. One of its members, Robert G. Myers of Massachusetts Protective and Paul Revere Life, and a former president, is currently a member of the International association's executive board.

Spence Warns Life Agents Against Straying from Field

That the public has an interest in a particular type of insurance is not necessarily a reason why life agents should seek to serve in that field, Eber Spence, vice-president of American United Life, told Indiana Assn. of A&H Underwriters at its January meeting.

Because life insurance takes intensive selling, agents in that field should avoid areas of insurance in which claim frequency is high and the incidence of service needed is frequent, Mr. Spence declared. "There is danger that life men will spread themselves so thin they will fail to do a good job

on things life insurance is intended to do."

Mr. Spence said life insurance was devised to protect men against major catastrophes, such as death, long-term disability, old age and major medical expense. Other fields of the A&H business should be left up to "specialists set up to handle frequent claims and high incidence of service."

Nine New A&H Assns.. More Being Formed

Four state and five local A & H associations have been formed or reactivated in the past six months.

State associations are Illinois, Louisiana, Mississippi, and British Columbia. Local associations are South Bend and Fort Wayne, Ind.; Davenport, Ia.; Springfield, Mo.; and Duluth, Minn.

Four state and eight local associations are in the process of formation or reactivation. State groups are Arkansas, Nebraska, New Hampshire, and Vermont. Locals are northern California; Springfield, Ill.; Dayton, O.; Tulsa, Okla.; Memphis, Tenn.; Abilene, Austin, and Corpus Christi, Tex.

Bills in N. Y., Ga. to Make A&H Noncancelable

A bill has been introduced in the New York legislature to prohibit cancellation of an A&H policy by the insurer after it has been in effect five years, except for non-payment of premium. Another bill would prohibit cancellation by an insurer of an A&H or hospitalization policy after two years except for non-payment of premium or fraud.

A bill has been introduced in the Georgia legislature which would make A&H policies non-cancellable after two years.

Wes Rand to Address Indianapolis A & H Assn.

Wes Rand, manager of the sickness and accident sales and service department of the mid-America home office of Prudential, will talk on "Sickness & Accident Insurance—an Equal Partner With Life Insurance" at the Feb. 14 meeting of the Indianapolis A & H assn.

C. of C. Insurance Group Discusses A&H

The insurance committee of U. S. Chamber of Commerce met in Washington, D. C., to discuss the administration's health reinsurance program, group life, A&H for government employees, federal trade commission activities in the A&H field, WC, and to study the chamber's policy declarations on insurance.

Ontario, Indianapolis Assns. to Hear McKinnon

Leonard McKinnon, McKinnon & Mooney, Flint, president of the International A & H Assn., will speak before the Ontario association in Toronto Feb. 19 and the Indianapolis association on March 14. Title of the talks will be "The Challenge Ahead."

Hold Texas A&H Meeting

O. D. Harlan of National Travelers, Dallas, outlined plans for the International Assn. of A&H Underwriters convention to be held at San Antonio in June at a meeting of the executive committee of Texas Assn. of A & H Underwriters. C. E. McDonald, Dallas, International Fidelity, presided.

Others reporting were J. G. Clai-borne, Dallas, Employers Casualty; R. L. McMillon, Abilene, Business Men's

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Assurance, who is vice-president and membership chairman of the association, and E. D. Speer, San Antonio, Great American Reserve.

H. A. Moore Speaks at Fort Wayne A & H Meeting

Harold A. Moore, assistant manager of the A&H department of Hoosier Casualty, was speaker at the January meeting of the Fort Wayne A & H Assn.

C. Lane Breidenstein, manager of the local Better Business Bureau, was a guest and will speak at the next meeting.

Hear Gilbert at Milwaukee

MILWAUKEE—Charles H. Gilbert, Madison general agent for Woodman Accident & Life and president of Wisconsin Assn. of A & H Underwriters, spoke on "Counting Our Blessings" at the January luncheon of the Milwaukee association.

Pru's A&H Sales Triple

Prudential sold 175,000 new individual accident and sickness policies in 1954, a three-fold increase over the 59,000 total last year. The new policies covered an additional 300,000 persons. Annual premiums jumped from \$5,-110,000 to \$15.5 million. Accident and sickness sales operations were extended in 1954 to 14,500 more agents, bringing the sales staff to 22,000. Sales climbed to 26,000 policies a month by the end of the year.

West Virginia A & H Election

Carter Graley, Washington National, was elected president of West Virginia Assn. of A & H Underwriters at a meeting in Charleston. Other officers are W. Grady Carter of Combined, vice-president, and F. H. Nutter, secretary-treasurer.

New A&H Bill in N. C.

A bill providing that insurers cannot terminate A&H policies which have been in effect three years solely because insured develops an infirmity not known to exist when the policy was issued will be introduced in the North Carolina legislature this year. The bill would call for insured to be paid benefits equal to the total amount of premiums paid during the life of the policy and it includes a renewable option clause which would make insurers give notice before they could drop a policy.

Claim Study in Flint, Mich.

Flint, Mich., Assn. of A&H Underwriters will cooperate with a joint committee of hospital credit agencies in undertaking a study of claim payments in the area. Three association members will cooperate with three members from Flint Hospital Council. The decision to undertake a study followed a panel discussion on the subject during the meeting of the association.

Galligher to Del. for Provident Mutual

Thomas A. Galligher has been named manager of the Delaware agency of Provident Mutual Life at Wilmington. He succeeds the late William B. Stormfeltz, general agent. Mr. Galligher has been supervisor in the Philadelphia-Irwin agency.

Shoul, Feder Lead Mutual

Jacob W. Shoul of Boston and James L. Feder of New York were first in production and paid applications, respectively, among Mutual of New York agents in 1954 and the month of December. The year was the company's greatest in annual sales volume since 1930 and December was its finest month in its 113-year history.

Central National Life's Record of GROWTH

**From birth to \$108,431,938
of insurance in force
in 18 months!**

Financial Statement, December 31, 1954

ASSETS

Cash in Banks.....	\$1,568,212.63
U. S. Government Bonds..... (Amortized value)	303,353.00
State & Municipal Bonds..... (Amortized value)	196,077.22
Railroad, Industrial & Utility Bonds..... (Amortized value)	269,258.18
Premiums Receivable..... (None past due)	46,147.95
	\$2,383,048.98

LIABILITIES

Reserves:	
For Life Policies.....	\$845,439.50
For Accident & Health Policies.....	291,924.42
For Commissions.....	291,144.63
For Losses.....	117,463.41
For Expenses.....	18,984.21
For Taxes.....	41,200.00
For Security Valuation.....	14,447.59
Total Reserves.....	\$1,620,603.82
Capital	500,000.00
Surplus	262,445.16
Surplus as Regards Policy Holders.....	762,445.16
	\$2,383,048.98

Central National Life's rapid growth and enthusiastic acceptance is the result of a new approach towards meeting the needs of individuals and finance institutions.

Central National Life has available a new packaged sales plan for selling life insurance. This plan is designed for easy operation and quick sales... and opens a new field of profit-

able expansion for Life Insurance men.

Central National Life has mastered the killer of agents—prospecting. Prospecting has been solved, and there are openings available, in the following cities: Memphis, Tenn.; Wichita, Kans.; Sioux City, Ia.; Omaha, Nebr.; Kansas City, Mo.; and Cheyenne, Wyo.

William F. Martin, Agency Vice President

Harry H. Erdmann, President

CENTRAL NATIONAL LIFE INSURANCE COMPANY

1805 Harney St.

Central National Building

Omaha



YOUR PARTNER IN PROGRESS

Good fieldmen grow that way. Through initiative. Through persistence. And through encouragement from the company they represent. Western Life, for example, helps their men to success through promotion and above-average earnings. Western fieldmen are among the best paid and the most satisfied in the business.

Western believes that a man should be given the opportunity to advance just as fast as his ability warrants. The question is: *Has your opportunity been too long in coming?* If so, it may pay you to check with Western for a well-documented success story. We stand a ready partner in progress for men of ambition and proved production capacity.

R. B. RICHARDSON, Pres.
LEE CANNON, Agency V.P.

Assets over \$65,000,000 • Insurance in Force over \$274,000,000

Life Insurers Can Help Lessen Loss of Life from Bombing

Life insurance can make an important contribution to the security of the country and its own security by helping develop proper civil defense measures, an 85 page report, released by Life Insurance Assn. of America to member companies, states in urging immediate planning for effective civil defense action.

The report suggests further investigation is needed in problems involved in assuring continuity of life insurance operations, desirability of supporting and stimulating public demand for more effective defense measures, advisability of providing actual financial assistance to support the development of civil defense measures.

Recommendations for specific activities to be taken by life companies on such matters will be made in later reports.

James T. Phillips, vice-president and chief actuary of New York Life is chairman of the committee on civil defense, and others on the committee are Gerhard D. Bleicken, 2nd vice-president of John Hancock, and Samuel Milligan, senior vice-president of Metropolitan.

Paul A. Hazard, Jr., has been designated as the most valuable agent of 1954 by the George C. Behrns agency of New England Mutual Life, Chicago.

Convention Dates

- Feb. 21, American Bar Assn., insurance law section, midwinter, Chicago.
- March 3, Insurance Federation of Ohio, annual, Dasher-Hilton hotel, Columbus.
- March 14-16, LIAMA Agency Management Conference, Edgewater Beach hotel, Chicago.
- March 15-17, LIAMA A&H spring meeting, Edgewater Beach hotel, Chicago.
- March 21-24, National Assn. of Life Underwriters, midyear, Neil House, Columbus, O.
- March 23, Fraternal Actuarial Assn., spring meeting, Commodore hotel, New York City.
- March 24-25, Society of Actuaries, regional, Commodore hotel, New York City.
- March 26, Arizona Assn. of Life Underwriters, annual, El Conquistador hotel, Tucson.
- March 28-30, National Assn. of Insurance Commissioners, blanks committee meeting, Commodore hotel, New York City.
- March 31, Connecticut Assn. of Life Underwriters, annual Yale Law School, New Haven.
- April 25-27, LIAMA Combination Companies Conference, the Cavalier hotel, Virginia Beach, Va.
- April 29-30, Kansas Assn. of Life Underwriters, annual, Jayhawk hotel, Topeka.
- April 29-30, Iowa Assn. of Life Underwriters, annual, Sioux City.
- May 1-4, National Assn. of Insurance Commissioners, zone 3 meeting, Seelbach hotel, Louisville, Ky.
- May 4-6, American Management Assn., Insurance Conference, Statler hotel, New York City.
- May 5-6, Ohio Assn. of Life Underwriters, annual, Shawnee hotel, Springfield.
- May 6, Illinois Assn. of Life Underwriters, annual, La Salle hotel, Chicago.
- May 8-12, H & A Underwriters Conference, annual, King Edward hotel, Toronto, Ont., Can.
- May 9-10, Assn. of Life Insurance Counsel, spring meeting, Greenbrier hotel, White Sulphur Springs, W. Va.
- May 9-11, LIAMA Agency Officers Round Table, the Homestead hotel, Hot Springs, Va.
- May 12, Michigan Assn. of Life Underwriters annual, Veterans Memorial building, Detroit.
- May 16-18, Canadian Life Insurance Officers Assn., annual, Seigniory club, Montebello, Quebec.
- May 16-18, Home Office Life Underwriters Assn., annual, Sheraton-Brock hotel, Niagara Falls, Ontario.
- May 18-20, Life Insurers Conference, annual, Broadmoor hotel, Colorado Springs.
- May 19, New Hampshire Assn. of Life Underwriters, annual, Carpenter hotel, Manchester.
- May 20, New York State Assn. of Life Under-

- writers, annual, De Witt Clinton hotel, Albany.
- May 20, Colorado Assn. of Life Underwriters, annual, the Cosmopolitan hotel, Denver.
- May 23-25, Insurance Accounting & Statistical Assn., Palmer House, Chicago.
- May 26, Wisconsin Assn. of Life Underwriters, annual, Elks club, Milwaukee.
- May 27, Wisconsin Assn. of Life Underwriters, sales congress, Elks club, Milwaukee.
- May 30-June 3, National Assn. of Insurance Commissioners, annual, Biltmore hotel, Los Angeles.
- June 1, Actuarial Club of the Pacific States, annual, Coronado hotel, San Diego.
- June 2-3, Society of Actuaries, regional, Hotel del Coronado, Coronado, Cal.
- June 3, Tennessee Assn. of Life Underwriters, annual, Andrew Jackson hotel, Nashville.
- June 12-13, North Carolina Assn. of Life Underwriters, annual, George Vanderbilt hotel, Asheville.
- June 12-16, Insurance Division of the Special Libraries Assn., annual, Hotel Statler, Detroit.
- June 13-15, International Assn. of A & H Underwriters, annual, Gunter hotel, San Antonio.
- June 17-18, Alabama Assn. of Life Underwriters, annual, Muscle Shoals hotel, Sheffield.
- June 23-25, Texas Assn. of Life Underwriters, annual, Texas hotel, Fort Worth.
- June 24-25, Georgia Assn. of Life Underwriters, annual, Hotel Dempsey, Macon.
- June 27-30, Million Dollar Round Table, annual, Greenbrier hotel, White Sulphur Springs, W. Va.
- July 7-9, International Assn. of Insurance Nov. 19-20, Pennsylvania Assn. of Life Underwriters, George Washington hotel, Washington.
- Aug. 2-5, National Insurance Assn., annual, Hollenden hotel, Cleveland.
- Aug. 17-20, Federation of Insurance Counsel, annual, Sheraton Park hotel, Washington, D. C.
- Aug. 21, American Bar Assn., insurance law section, annual, Philadelphia.
- Aug. 22-26, National Assn. of Life Underwriters, annual, Jefferson hotel, St. Louis.
- Aug. 25-28, Texas Life Convention, annual, National hotel, Havana, Cuba.
- Sept. 5-7, International Federation of Commercial Travelers Insurance Org., annual, Sun Valley Lodge, Sun Valley, Ida.
- Sept. 26-28, Bureau of A&H Underwriters, annual, Mount Washington hotel, Bretton Woods, N. H.
- Sept. 26-28, National Fraternal Congress of America, annual, Royal York hotel, Toronto, Ontario.
- Sept. 26-28, Life Office Management Assn., annual, Edgewater Beach hotel, Chicago.
- Oct. 5-7, Society of Actuaries, annual, Sheraton-Mount Royal hotel, Montreal, Quebec.
- Oct. 11-14, American Life Convention, annual, Edgewater Beach hotel, Chicago.
- Oct. 19-21, Assn. of Life Ins. Medical Directors, Statler hotel, New York City.
- Oct. 26-28, Institute of Home Office Underwriters, Kentucky hotel, Louisville.
- Oct. 26-28, American Management Assn., Insurance Conference, Palmer House, Chicago.
- Nov. 7-11, Life Insurance Agency Management Assn., annual, Edgewater Beach hotel, Chicago.
- Nov. 19-20, Pennsylvania Assn. of Life Underwriters, George Washington hotel, Washington.
- Nov. 23-Dec. 2, National Assn. of Insurance Commissioners, midyear, Commodore hotel, New York City.
- Dec. 11-12, Assn. of Life Insurance Counsel, winter meeting, Waldorf-Astoria hotel, New York City.
- Dec. 14-15, Life Insurance Assn. of America, annual, Waldorf-Astoria hotel, New York City.

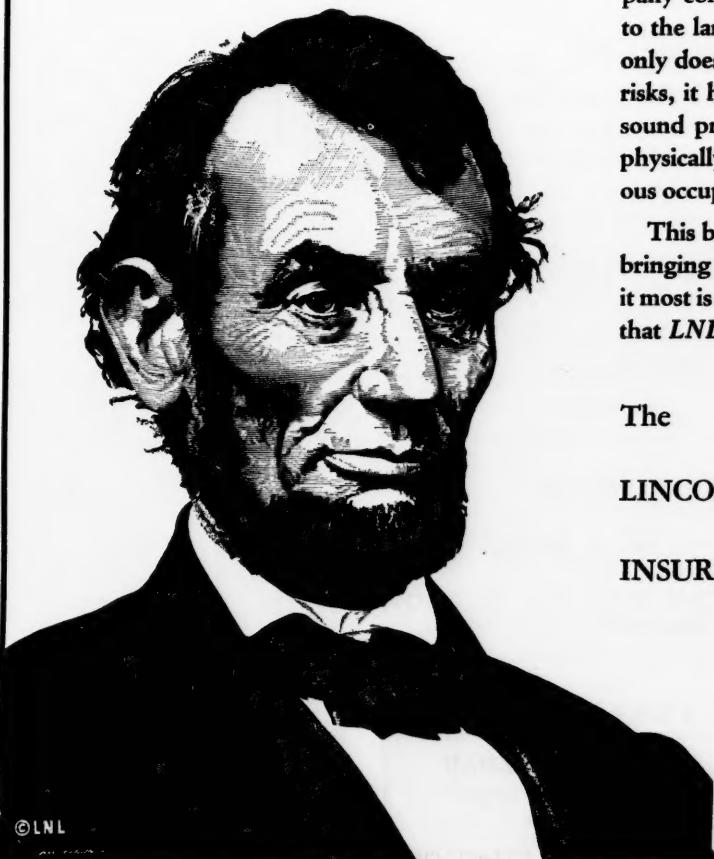
Small Chance for Ind. Bill to Cut Commissioners

A bill has been introduced in the Indiana house to replace the insurance commissioner with a five-man commission to be appointed by the governor. Chances of passage appear to be slim, since Rep. Downey, chairman of the house insurance committee and an insurance man himself, has referred to the bill as "silly" and "a joke."

Wins Pacific Mutual Trophy

Arthur C. Krauel, Los Angeles general agent, won the Pacific Mutual Life Agency Assn.'s silver trophy for the best agency-building job in 1954. Mr. Krauel also received a check for \$1,000 from Asa V. Call, president. Several factors in addition to production are considered in making the award.

"THE GREATEST GOOD TO THE GREATEST NUMBER"



Guided by Abraham Lincoln's principles, The Lincoln National Life Insurance Company constantly strives to extend its service to the largest proportion of applicants. Not only does Lincoln National insure preferred risks, it has for more than 40 years offered sound protection at reasonable rates to the physically impaired and to those in hazardous occupations.

This broadening of the agent's market by bringing life insurance to those who need it most is another reason for our proud claim that *LNL is geared to help its field men.*

The

LINCOLN NATIONAL LIFE

INSURANCE COMPANY

Fort Wayne, Indiana

50th ANNIVERSARY - 1955

Broker Proves Worth, Head of Greater N. Y. Assn. Says

The broker has a rightful place in the insurance fraternity, Joseph Klepper, president of Greater New York Insurance Brokers' Assn., declared in a statement prompted by a remark by Edmund Fitzgerald, president of Northwestern Mutual, that his company does not handle brokerage business. Mr. Klepper said many life companies today do take this business and brokers have no trouble placing it.

He averred that brokerage accounts carry low acquisition costs and enjoy good persistency rates. The broker, he

added, often can submit valuable information to the underwriter to aid in appraising risks.

Pru May Build in Columbus

COLUMBUS, O.—Columbus is one of five cities being considered by Prudential for a regional office. A skyscraper would be erected to house 2,000 employes. Other cities being considered are Cleveland, Pittsburgh, Cincinnati, and Louisville. President Carroll M. Shanks and South-Central Vice-president E. S. Allsopp were in Columbus recently looking over the ground.

WANTED Training Director

This well known eastern combination company writing both ordinary and industrial is looking for a man in his late thirties to head up their training program. He will operate and supervise the training for the entire company. He must have experience in training men in the ordinary and industrial field. He will be expected to set up a home office program for Managers and Assistants. Salary \$7,500. to \$10,000. Send your qualifications confidentially to:

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Chicago 6, Illinois

Harrison 7-9040

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M. A. Moscovitch, A.S.A. M. Kazakov
D. Sneed L. Miller

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HOME STATE LIFE BUILDING
OKLAHOMA CITY, OKLA.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY
ASSOCIATE
E. P. Higgins

THE BOURSE PHILADELPHIA

Field Shifts Prominent in Travelers Changes

These changes, primarily in the field, have been made by Travelers:

James C. Smith, who joined the company at Newark in 1941 and has been



C. W. Martin



J. C. Smith

umbus since 1951, becomes manager at Richmond, Va., succeeding T. Shad Medlin, recently appointed to the home office staff. Mr. Bundrock began with the company in 1936 at Elizabeth, N. J., and later went to Newark. Marshall H. Sickel, who succeeds Mr. Bundrock at Columbus, started with Travelers in 1946 at Philadelphia and also has been at the home office.

Clarence C. Cook, manager at Kansas City since 1948, goes to Hartford as manager, succeeding U. Hayden Brockway, whose retirement was reported last week. Mr. Cook, with the company since 1925, also has been at Cedar Rapids, Ia., Peoria, Ill., Brooklyn and New York City. Robert A. Denell, manager



D. W. Erwin



L. W. Melms

manager at Erie, Pa., since 1953, has been promoted to assistant superintendent of salary allotment sales in the home office. He also served at Trenton. Charles W. Martin, who went with the



H. F. Leutholt



T. M. Gilbreath

company at Washington, D. C., in 1950, succeeds Mr. Smith at Erie.

Ross W. Byers, manager at Pittsburgh since 1948, has been given sick leave. He joined at Omaha in 1925 and also has been at Indianapolis, Grand



J. R. Bundrock



M. H. Sickel

Rapids and Toledo. Henry F. Leutholt, manager at Toledo since 1951, succeeds him. He went with the company at New York in 1937. Thomas M. Gilbreath



L. H. DeBernardi



H. H. Bennett Jr.

elers at Winnipeg in 1938 and later went to Vancouver. Leonard H. DeBernardi, who succeeds Mr. Wilson at Duluth, went with the company at Minneapolis in 1950.

Jack C. Loose, appointed brokerage manager at Pittsburgh, will be succeeded as manager at New Haven by Harold H. Bennett Jr. Mr. Loose joined Travelers at Reading in 1937 and served at Harrisburg and Philadelphia. Mr. Bennett joined at Manchester, N. H., in 1947 and later went to Milwaukee.

George H. Durbin and Charles L. Gaskill, who began with the company at Houston in 1952 and New York City in 1950, respectively, have joined the training, sales research and promotion division of the home office.

Hahn Joins Great Southern

Great Southern Life has appointed Joseph W. Hahn associate actuary. He started in insurance in 1936 with American National, rising to associate actuary. In 1944 he went with Commonwealth Life as associate actuary, and later became controller.

NEWS OF LIFE ASSOCIATIONS

N. Y. Assn. to Hold All Day Sales Congress

Life Underwriters' Assn. of New York City will hold an all-day sales congress Mar. 10 in New York City. George P. Shoemaker, general agent of Provident Mutual, is general chairman.

Speakers will be Fred G. Kimball, manager of training of New York Life; Thomas T. Martin of Mutual Life of New York at Murfreesboro, Tenn.; and Will A. Foster, vice-president of Borden Cheese Co.

N. E. Sales Conference Set

The program has been readied for the annual New England sales conference, sponsored by Boston Assn. of Life Underwriters and to be held there March 3.

Speakers are Halsey D. Josephson, general agent Connecticut Mutual, New York City; Carl P. Lundy, director of field training Prudential; Ralph G. Engelsman, sales consultant to life companies, New York City; Lloyd H. Feder, Lincoln National general agent, Cleveland; Francis T. Fenn, Jr., associate general agent National Life of Vermont, Hartford, and Allan Jackson, CBS radio and television newscaster.

Phila. Sales Meeting Set

The program for the annual luncheon and sales congress of Philadelphia Assn. of Life Underwriters Feb. 17 will include addresses by Charles H. Schaaff, vice-president of Massachusetts Mutual, Glenn W. Isgrig, general agent at Cincinnati for Lincoln National, and C. S. Ohsner, independent agent of Columbus, O.

Hold Okla. Assn. Annual

Oklahoma Assn. of Life Underwriters sales congress was addressed by Lester O. Schriver, managing director of the National association Feb. 5 at Stillwater. Other principal speakers were Grant Taggart, California-Western States Life, Cowley, Wyo.; Robert L. Hogg, Equitable Society vice president, and O. Alfred Granum, Northwestern Mutual, Amery, Wis.

Cook to Speak at Newark

Paul W. Cook, Chicago general agent of Mutual Benefit Life, will speak on business insurance at the meeting of Newark Life Underwriters Assn. Feb. 17 at Newark.

Oakland-East Bay Forum Date Set

Oakland-East Bay Life Underwriters Assn. will hold its annual sales forum at Berkeley, May 19. Speakers will be Dr. R. E. Burns, president of College of the Pacific; R. L. Nicholson, president Pacific Tractor & Implement Co., and Robert Craig, general agent Aetna Life at Los Angeles.

Hoosiers to Hear H. A. Hedges

Featured speaker on the consecutive program of Indiana Assn. of Life Underwriters and Indiana Leaders Club, Turkey Run, Ind., April 28-30, will be Herbert A. Hedges, general agent Equitable of Iowa, Kansas City, past president of NALU.

The consecutive meeting of the two organizations is an innovation as previously they have met at different times. Mr. Hedges will be the closing speaker for the state meeting and the opening speaker for the Leaders Club session.

Oklahoma City—Thomas B. Curtis of Clayton, Mo., member of the U. S. House of Representatives, will be the featured speaker at the

March 18 meeting of the association. Congressman Curtis has gone on record as expressing concern over the general expansion of social security benefits.

Indianapolis—Paul Grimes, manager of general advertising of Indianapolis Newspapers, Inc., spoke.

Madison, Wis.—Speaker at the January meeting was Fred H. White, general agent for Massachusetts Mutual.

Lima, O.—John Williams, manager of the Wayne district of Prudential, Toledo, addressed the January meeting.

Columbus, O.—Thomas A. Ferns, Equitable Society, Akron, talked on "Developing a Clientele."

Peoria Ill.—Speaker was Charles W. Eliason Jr., vice-president and trust officer of Commercial National Bank & Trust Co., Peoria.

Muskogee, Okla.—Speaker at the January meeting was James D. Booth, agency manager of the eastern half of Oklahoma for Equitable Society.

Scotts Bluff, Neb.—H. F. Hillman, Prudential, Lincoln, president of the Nebraska association, addressed the January meeting of the Panhandle association.

Milwaukee—Howard A. Austin, executive director of agencies of the Prudential north central home office in Minneapolis, addressed a meeting at which Milwaukee CLU chapter members were guests.

Springfield, Ill.—Speaker at the January meeting was W. Robert Moore, Connecticut Mutual Decatur, president of the Illinois association.

Lansing, Mich.—S. S. Dunning, assistant superintendent of agencies for Occidental Life, addressed a breakfast session.

Stephenson, Mich.—Edward Schroder, New York Life, Appleton, addressed the January meeting of Wisconsin-Upper Michigan association.

Detroit—Isaac S. Kibrick, New York Life, Boston, addressed the January meeting of the Council of Field Underwriters.

Denver—Addressing the January meeting, Sam Beery, Colorado commissioner, strongly endorsed an agent's qualification law. Such a measure is now before the legislature.



Paul H. Primm, center, Mutual of New York, receives from award committee chairman William J. Haggerty, left, Occidental Life of California, the Bernard L. Wilner silver trophy presented annually by District of Columbia Assn. of Life Underwriters in recognition of outstanding service to the business. C. Carney Smith, Mutual Benefit Life, president of the association, is at right. The award was established in 1947 by Morton H. Wilner in memory of his brother.

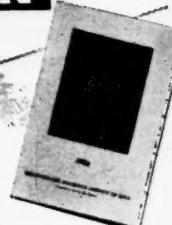
Bach Tops Penn Mutual

All Time Sales Record

Karl Bach of the Forrest J. Curry agency, San Francisco, of Penn Mutual Life topped all former records in January by producing \$1,009,620 of life insurance on 52 lives. The \$6,205,684 January production of the Curry agency exceeded that of any recorded in one month for any agency of the company. And Penn Mutual sales in January totaled \$42,514,083, an increase of 30.6% over the first month of 1954.

The third school to be held this year for combination managers of Life of Virginia will take place Feb. 13-18 at Cincinnati. It will be for midwestern managers.

SALES PROMOTION GUIDE



is the catalogue of more than 200 field-tested sales aids created to assist the field underwriter secure and maintain quality business and build personal and Company prestige. Developed in 1940, the Guide is revised annually. It classifies, lists and describes each item, and provides a cross-index to facilitate the selection of the appropriate sales aid to be used in each situation.



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Now that the farmer is covered by Social Security, we have just published a new booklet which every life underwriter will want to pass along to his farmer prospects and policyholders.

First part of the booklet covers retirement benefits, family benefits—everything the farmer will want to know about his Social Security coverage. Part two deals with the farmer as a sole proprietor and stresses the importance of supplementing benefits with life insurance—and coordinating the two.

If you want to be among the first to make use of this powerful "interview-getter," send one dollar for trial order of six copies: *What Social Security Means to You, Mr. Farmer*.



THE INSURANCE RESEARCH & REVIEW SERVICE

Hilbert Rust, C.L.U., President

INDIANAPOLIS

L & C Enters California, Opens Division at L. A.

Life & Casualty has entered California and has established a western division at Los Angeles. John E. Kay, formerly vice-president and manager



John E. Kay



Charles DeJean

of the Texas division, has been named to a similar position in the new division, and Charles DeJean, assistant vice-president, has been named assistant manager in charge of development of the California territory.

Mr. Kay, with the company more than 30 years, was in charge of its first Texas office and later was promoted to division manager of that state. The company now operates in 14 states and District of Columbia.

Milwaukee Council Elects

Henry B. Kay of New York Life has been elected president of Milwaukee Life Insurance Trust Council,

WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—
LIFE EDITION

GROUP SALES OPPORTUNITY

Eastern Life Company has opening for group sales representative in their Los Angeles Office. Pacific Coast Managers for this Life Company have largest brokerage operation on West Coast. Wonderful opportunity for group man wanting to advance rapidly in the business. Good starting salary. At least one year's experience. Under age 35 preferred. All replies confidential. Address D-25, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

HOME OFFICE SALES OPPORTUNITY

For Assistant Agency Director, 45 or under, with established Midwestern Company writing modern line of Ordinary Contracts. Must have experience in training new representatives to solicit and develop prospects in new territories. Salary, production bonus, and traveling expense, basis of compensation. Give details of experience, personal production record, education, references, family, etc. Replies treated confidential. Write Box D-10, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

OUR FAST EXPANDING COMPANY REQUIRES A SUPERINTENDENT OF AGENCIES AGE 35-45 WITH EXPERIENCE IN LIFE, ACCIDENT AND HEALTH, RECRUITING, TRAINING AND SALES PROMOTION. OUR COMPANY HAS ONE OF THE MOST MODERN HOME OFFICES WITH OUR OWN PRINTING PLANT.

WRITE IN COMPLETE CONFIDENCE GIVING EXPERIENCE BACKGROUND, PERSONAL DATA, STATING SALARY AND INCENTIVE BONUS REQUIRED. ENCLOSE RECENT PHOTOGRAPH. ADDRESS D-11, THE NATIONAL UNDERWRITER CO., 175 W. JACKSON BLVD., CHICAGO 4, ILL.

ACTUARY WANTED

Splendid opportunity open for young woman or man with actuarial training for position of assistant actuary with medium-sized Midwest life insurance society. Also will head its I.B.M. electronics development program. Salary open. Our employees know of this ad. All replies confidential. Write Box D-15, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

succeeding Joseph C. Moser, Marshall & Ilsley Bank. James Ward Rector, First Wisconsin Trust Co., was advanced to vice-president, and is succeeded by Warren E. Clark, Northwestern Mutual, as secretary-treasurer.

B.M.A. Liberalizes Life, A&H Policies

Major extensions in both disability and life plans were explained to Business Men's Assurance managers at a meeting in Kansas City by J. C. Higdon, president and J. W. Saylor, sales vice-president.

The company's basic plan which provides monthly income for accident or sickness plus supplementary benefits for expenses resulting from hospitalization, surgery, aviation accident and polio, now will be offered to employed males and females ages 66 to 80 inclusive. Previously these benefits were extended to present policyholders to the older ages and now will be offered to everyone.

The age limit for the hospital expense only contract has been extended for both males and females from age 65 to 80. The company also now is issuing a guaranteed renewable accident coverage.

The special and the preferred whole life plans have been extended to ages 71 to 80 inclusive. Term supplements have been extended to age 60 inclusive.

Managers who received plaques at the meeting for outstanding achievement during 1954 were W. W. Mayfield, San Francisco; H. G. Horn, Portland; G. A. Diehl, Milwaukee; A. J. A. Johnstone, Sacramento; W. B. Huie, Phoenix; C. W. Cooper, Springfield, Ill.; T. J. Tomlinson, Shreveport, and R. E. Cook, Detroit.

1954 Banner Year for Continental Assurance

Continental Assurance closed 1954 with \$3,126,756,214 life insurance in force, a gain of \$539,673,179, the greatest increase in the history of the company and greater than the total of paid-for insurance in force for the year 1945.

Operating profit after taxes was \$6,376,053 as against \$3,204,035. Assets were \$338,394,832, an increase of \$3,108,980. Gross surplus increased \$5,286,598 to \$31,149,404.

During the year capital stock shares were doubled by reclassifying each share of \$10 par value into two shares of \$5 par value. A quarterly dividend of 25% was declared on the new \$5 par value stock, payable March 31 to stock of record March 17.

To Vote on Unionizing

National labor relations board has ordered an election to be held within 30 days among office clerical employees of four district offices of American National in the Detroit area to determine whether or not they wish to be represented by Local 42, Office Employes International, AFL.

Colonial Raises Rate to 3 1/4%

Colonial Life has increased from 3% to 3 1/4% the interest rate for the current year on life insurance proceeds left on deposit under optional modes of settlement.

District Managers Confer in N. C.

A three-day conference for district managers of Jefferson Standard Life drew 29 district managers from 17 states to Greensboro N.C. Karl Ljung, vice-president in charge of agency operations, was chairman.

260 MDRT Qualifiers Given on Second List

(CONTINUED FROM PAGE 1)

R. Pharr, New York Life, Rancho Santa Fe, Cal.; L. T. Prettyman, Northwestern Mutual, Muskegon, Mich.; C. D. H. Prussing, Connecticut General, San Francisco; A. F. Raynor, London Life, Toronto; N. I. Rhoton, New York Life, Flagstaff, Ariz.; A. E. Riley, New York Life, Kansas City; A. D. Rinne, Northwestern Mutual, Indianapolis; C. E. Roberts, Atlas Life, Tulsa; H. M. Roberts, Southwestern Life, Dallas.

P. J. Sala, Connecticut Mutual, Newark; R. L. Schaffrath, Northwestern Mutual, St. Louis; R. O. Segal, Independent, New York City; Max Seigler, Great-West Life, Montreal; Richard Sephton, Mutual Life of Can., Vancouver, B.C.; B. C. Stangle, California-Western States, Seattle; W. M. Trostle, Massachusetts Mutual, Cleveland, Ohio; Robert E. Watson, Occidental Life of Calif., San Francisco; C. R. Welman, National Life of Vt., Montpelier; Jack Wolff, Southwestern Life, Houston, Texas; B. H. Zals, Connecticut Mutual, Burlington, Vt.; M. L. Alberts, Equitable Society, Chicago; P. T. Aubin, Connecticut General, Chicago; H. L. Barnett, Northwestern Mutual, New York City; M. M. Bernstein, New York Life, Chicago; C. S. Bray, Victory Life, Topeka.

LIFE

R. B. Brown, College Life, West Lafayette, Ind.; L. H. Bunting, Equitable Society, New York City; W. H. Burns, Independent, Philadelphia; G. S. Burts, Connecticut General, Chicago; Mrs. Eunice C. Bush, Mutual Life of N.Y., Baton Rouge; R. S. Caulkins, Connecticut Mutual, Cleveland; Quan Lun Ching, Prudential, Honolulu; P. F. Clark, John Hancock, Boston; Cecil Frankel, Equitable Society, Los Angeles; Irving Freed, New York Life, New York City; P. E. Garrett, Ohio National Spokane; A. R. Hahn, Northwestern Mutual, Philadelphia; R. H. Henshaw, Franklin Life, Philadelphia; D. A. Kaufman, Northwestern Mutual, Chicago; D. C. Kent, Equitable Society, Detroit.

M. Landwirth, Massachusetts Mutual, Peoria; Herman Lasker, Mutual of N. Y., Eau Claire, Wis.; T. A. Lauer, Northwestern Mutual, Joliet, Ill.; S. N. Murphy, Penn Mutual, Jackson, Miss.; L. L. Newman, Penn Mutual, Ft. Wayne, Ind.; G. W. Page, Provident Mutual, Los Angeles; Bertram Parker, Southwestern Life, Corpus Christi, Tex.; W. P. Parr, John Hancock, Baltimore; R. K. Powers, Massachusetts Mutual, Spokane; F. G. Rollinger, Massachusetts Mutual, Sioux Falls, S.D.; S. D. Rosan, Continental Assurance, New York City; Adam Rosenthal, General American, St. Louis; W. I. Russell, Northwestern Mutual, Detroit; H. N. Sloane, Continental Assurance, New York City; C. R. Smith, Massachusetts Mutual, Asheville, N.C.

S. F. Smith, Connecticut General, Hartford; Daniel Spooner, independent, New York City; S. C. Steinman, Northwestern Mutual, Chicago; B. B. Stephens, Massachusetts Mutual, Los Angeles; M. G. Tuttle, Lincoln National, Miami; Jerry Wertheimer, United Fidelity Life, Dallas; S. B. C. Wood, Travelers, Philadelphia; J. K. Wyard, John Hancock, Peoria; Earl Zebley, independent, Wynnewood, Pa.

LIFE & QUALIFYING, FIRST TIME

R. H. Bible, Prudential, Morristown, Tenn.; L. M. Blum, Southwestern Life, Galveston; J. Bond, Mutual Benefit, St. Johns, Mich.; M. S. Caldwell, Connecticut Mutual, Salt Lake City; Ewing Carruthers, Massachusetts Mutual, Memphis.

Robert Casey, Northwestern Mutual, Dayton; M. R. Coulson, Penn Mutual, Wichita; M. D'Addabbo, Connecticut General, New Britain, Conn.; L. S. Dahiman, Prudential, New Orleans; R. B. DuVal, Home Life, Baltimore; W. T. Fleming, Phoenix Mutual, Philadelphia; J. D. Fluker, National Life of Vt., Atlanta; B. W. Frederick, National Life of Vt., Atlanta; J. H. Gerson, Equitable Society, Atlanta; H. T. Gillett, Northwestern Mutual, Newark; Paul Goodman, New York Life, Los Angeles; O. A. Gramann, Northwestern Mutual, Amery, Wis.; Svd Hoare, Canada Life, Vancouver; C. E. Hoenk, Northwestern Mutual, South Bend, Ind.; P. F. Howerton, Connecticut Mutual, Charlotte, N.C.

M. A. Kennedy, Indianapolis Life, Noblesville, Ind.; W. J. Keyes, Security Life & Trust, Greensboro, N.C.; C. T. Kingston, Jr., Union Mutual Life, Hartford; P. F. Koeneberger, Mutual of N.Y., Beverly Hills, Calif.; P. F. Lee, Union Mutual Life, New York City; R. J. Link, Minnesota Mutual, Los Angeles; D. C. McCune, Fidelity Mutual, Pittsburgh; J. L. McGroarty, New York Life, Castalia, O.; W. L. McKechnie, Northwestern Mutual, Chicago; Tom McNeil, Mutual of N.Y., Dallas; W. S. Marshall, Northwestern Mutual, Colorado Springs; D. B. Meadows, Jr., Jefferson Standard, Corpus Christi, Tex.; W. H. Muldowen, Equitable Society, Grand Rapids, Mich.; John Mulock, Mutual Benefit, Belair, Fla.; H. S. Norman, Provident L. & A., Detroit.

J. D. Plunkett, Provident Mutual, Reading, Pa.; W. S. Pratt, Northwestern Mutual, Hartford; J. D. Rosenbaum, Connecticut Mutual, Cleveland; Emanuel Spack, New York Life, Kansas City; H. E. Whalen, Jr., Northwestern Mutual, Dayton; R. E. Wood, Phoenix Mutual, San Francisco.

QUALIFYING REPEATING

Edward J. Adams, Equitable Society, Akron; R. M. Baker, Mutual Benefit, Los Angeles; D. C. Ballou, National Life of Vt., New Canaan, Conn.; J. A. Bellows, Jr., Northwestern Mutual, Tucson; R. G. Bowers, New York Life, Keokuk, Ia.; W. H. Branch, Jefferson Standard, Chapel Hill, N.C.; R. F. Brown, Mutual of N.Y., Sacramento; R. J. Burson, Massachusetts Mutual, Rochester, N.Y.; G. B. Chapman, Jr., Aetna Life, Cleveland; R. H. Creed, Southwest Life, Wichita Falls, Tex.

J. W. Davis, Volunteer State Life, Chattanooga; E. F. DuPre, Provident L. & A., Greenville, S.C.; C. T. Ermlich, Ohio National, Alliance; O. R. K. Farris, New York Life, San Jose, Calif.; J. L. Feder, Mutual of N.Y., New York City; Herman Fishman, Franklin Life,

Detroit; W. B. Feldenheimer, Aetna Life, Portland, Ore.; W. H. Gaither, Jefferson Standard, Charlotte, N.C.; R. S. Gay, Prudential, Detroit; Clarence J. Heldman, Prudential, Cincinnati, Ohio; F. R. Horner, Northwestern Mutual, Madison, Wis.; H. M. Katzen, Mutual Trust Life, New York City; G. K. Lawrence, Southwestern Life, Vernon, Tex.; Albert Lloyd, New York Life, New York, N.Y.; F. J. Longo, Occidental Life of Calif., Los Angeles.

C. A. Bern MacMurphy, Great-West Life, Vancouver; S. R. Mickie, Connecticut Mutual, Charlotte, N.C.; R. T. Mutschler, Prudential, Merchantville, N.J.; J. John Pennington, State Mutual Life, Buffalo; Guy Polquin, Prudential Assurance, Ltd., Montreal; A. S. Potwin, Connecticut Mutual, Portland, Ore.; H. A. Rife, New York Life, Detroit; William Rosenfeld, Lincoln National, Greenville, S.C.; Mrs. William E. Schaefer, New York Life, Ken West, Fla.; K. H. Schmidt, National Life of Vt., Akron; S. M. Selekman, New York Life, Pittsburgh; P. A. Watson, Northwestern Mutual, Chicago.

QUALIFYING FIRST TIME

J. C. Alley, New York Life, Los Angeles; J. C. Arkin, New York Life, Honolulu; Rudolph Arkin, Massachusetts Mutual, Washington, D.C.; Paul Arst, Prudential, Baton Rouge; E. W. Ashley, Canada Life, San Francisco.

C. W. Baechel, Mutual of N.Y., Akron; P. B. Baker, New York Life, Newark; S. T. Barnes, New York Life, Orlando, Fla.; R. N. Benedict, New York Life, Kansas City; J. W. Becket, Provident L. & A., Memphis; R. C. Brand, National Life of Vt., New Canaan, Conn.; M. Bridges, Prudential, Springfield, Mo.; M. Cantor, New York Life, Philadelphia; D. S. Caputo, New York Life, New York City; C. R. Damam, Northwestern Mutual, Lansing, Mich.; H. S. Easton, Home Life, Cleveland; F. A. Flory, Massachusetts Mutual, Adrian, Mich.; R. O. Fox, Commonwealth Life, Louisville; B. L. Frazer, John Hancock, Dixon, Ill.; J. B. Frohman, Northwestern Mutual, Cincinnati.

P. A. Gibson, New York Life, Arlington, Va.; J. A. Ginn, Jr., New York Life, Palatka, Fla.; S. M. Hamburger, New York Life, New York City; M. Handler, New York Life, New York City; D. J. Hannah, Massachusetts Mutual, Springfield, Mass.; Bart Hodges, New York Life, Austin, Tex.; G. S. Hosmer, New York Life, Syracuse; D. A. Hughes, New York Life, Miami; L. L. Ingram, United Service Life, Denver; P. D. Jensen, Beneficial Life, Provo, Utah; G. J. Johnson, New York Life, St. Paul; J. C. Johnson, Provident L. & A., Chattanooga; A. R. Kapner, Connecticut Mutual, Albany, N.Y.; W. A. Kennedy, Manufacturers Life, Winnipeg; C. L. Kolvoord, Kansas City Life, Los Angeles.

V. A. Alberto, Sun Life, Can., Laurel, Miss.; Edward Mellor, Mutual Benefit, Philadelphia; J. F. Miller, Prudential Assurance, Ltd., Halifax, Can.; F. M. Nice, Provident Mutual, Reading, Pa.; R. C. Oaks, Canada Life, Kingston, Can.; E. M. O'Keeffe, National Life of Vt., New York City; M. J. Paine, Jr., National Life of Vt., Valdosta, Ga.; P. M. Philibosian, Prudential, Oakland, Calif.; F. P. Pulliam, New York Life, Arlington, Va.; M. H. Ridges, New York Life, Salt Lake City; Joe Rogers, New York Life, Honolulu; R. D. Smith, Massachusetts Mutual, Dayton; W. M. Smock, Provident Life, St. Paul; H. K. Stegemann, Jr., Connecticut Mutual, Cincinnati; F. E. Sullivan, American United Life, South Bend, Ind.; F. J. Sumner, Prudential, Sacramento, Calif.; B. Taylor, Southwestern Life, Cleburne, Tex.

UCD and WC in Fore of Insurance Bills in Calif.

LOS ANGELES—Workmen's compensation insurance, the UCD act and taxation of insurers apparently are the subjects that will have front rank when the California legislature reconvenes after the statutory 30-day recess. There are 115 measures dealing with UCD.

One of the first bills to be taken up in connection with WC is a key measure relating to rates which states that no rating classification or system can be approved by the commissioner unless it prescribes maximum as well as minimum rates.

There is likely also to be some battling about the certificate of convenience. California Assn. of Insurance Agents is throwing its support to a bill which would delete the word "agent" and the words "as the case may be" thereby making issuance of such certificates only to solicitors. This does not apply to life and disability agents.

Reilly, Grady Promoted by Midland Mutual Life

Midland Mutual Life has named G. Emerson Ryall vice-president and actuary and Charles W. Grady vice-president and comptroller.

With the company since 1925, Mr. Ryall was named assistant actuary in 1931, associate actuary in 1946 and actuary in 1950. Mr. Grady has served as comptroller since 1950. He joined the company in 1924.

Fred C. Pixley has been named assistant manager of the mortgage loan department.

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February 11, 1955

LIFE INSURANCE EDITION

21

Says Major Medical May Hold Key to A&H Future

(CONTINUED FROM PAGE 2) **tion may have no logical justification. Isn't it just another method of making the money left over from the basic coverage appear to support major medical coverage?" he asked.**

Once the deductible, termination of benefits and the time limit on a deductible have cut down the price of major medical, Mr. Wilson said, the job can be completed by eliminating the biggest problem, diseases. The policy can exclude mental illness, tuberculosis, heart disease, stomach ulcers or cancer. If this is done the business gets back to the basic question of whether major medical is a member of group coverage or a new concept of coverage which ultimately will replace basic group. Only life insurance compares with major medical in the diversity between costs for the young and old. Mr. Wilson said there are groups in force paying a premium of \$2.50 per month for a family while the identical coverage for another group costs \$18.50. If the cost of taking care of retired people is added to that of the employed group, a situation is created under which the younger man or woman will refuse to pay an average rate, even if the employer is making a substantial contribution.

* * *

The result is that a beginning will have to be made of reserving against the hazard of age, Mr. Wilson declared. This is a more serious problem than in group life because the age at which the hazard begins to get larger occurs sooner than in group life. "The problem of a broad form of coverage for older people is so great that any attempt to solve the future financing of such persons by reliance upon a pay-as-you-go basis is plain economic suicide."

In the personal major medical field, Mr. Wilson noted that non-can policies have been developed under a level premium theory based upon age at entry. This recognizes the fundamental of hazard by reason of the aging process that cannot be taken care of under a pay-as-you-go system, but it also creates a new problem for group major medical in the case of an older man who loses his job and has to pay the rate at age of entry in order to get protection on an individual basis.

* * *

Suggesting that under the life insurance method of payment, major medical might have added to it the added attraction of cash values, Mr. Wilson said the obstacle to this is the unknown quantity of the amount of money which has to be reserved. The unknown regarding loss payments might be scientifically approached through morbidity tables, but they are dramatically lacking, and offer strong evidence that A&H insurance needs scientific development. The question of cost of medical care in the future depends, he said, on two things—the purchasing power of the dollar, and the progress in the science of medicine. These items open up two areas of the future of A&H insurance—government intervention and medicine in insurance.

It is generally accepted that if private enterprise over a reasonable period of time does not meet public demands in the A&H field, the people will turn to government, and the biggest item in this problem is adequate coverage at a reasonable price for those in the older ages, above 50. If ade-

quate coverage could be provided at a price the older man can pay, the higher costs of aging will have to be redistributed over the adult lifetime of the individual by the process of reserving. Funds set up in reserve to buy care in the future can be guaranteed if the government prevents the type of inflation that destroys the economy, Mr. Wilson said, predicting, however, that under major medical as it will develop, there will be a distinction between medical costs—the budgetable expense up to a certain percentage of income, and the expense in excess of this, a truly insurable item under the classification of major medical. If the government prevents runaway inflation, he said, the insurance business can guarantee adequacy of its purchasing power of reserves set up today to buy major medical care tomorrow.

* * *

On the score of relationship of major medical to medical progress, Mr. Wilson averred there is need of a reawakening of the business for research through which medical knowledge is applied to serve the needs of A&H insurance. "The greatest tragedy of the group insurance development in our country is a sacrifice that has been made of true research," he asserted. He charged that under competitive pressure to produce a low net cost, the companies delegated to policyholders the job of collecting premiums, keeping records, and paying benefits. Claim payments are recorded on machines, and the major effort in such an operation is to create ironclad controls to avoid running up the cost, especially since there is no money available for service. In the major medical field, it has been learned on the smaller risks that record-keeping cannot be delegated to the policyholder. There is more than \$5,000 at stake on an individual, more than \$20,000 at stake on a family and the policyholder needs the protection of an independent set of records. Claims need professional handling, medical costs must be evaluated, and research is necessary to analyze cause and effect.

Oklahoma Department Treated Fairly, Senator Hope Says

Continued careful consideration of financial requirements of the Oklahoma department was promised by the senate appropriations chairman, Herbert Hope, in a letter to Hugh E. Wyatt, president of Oklahoma Assn. of Mutual Insurance Agents.

The financial status of the department came into the news last week when Commissioner Hunt declared a 60-day moratorium to clear up a backlog of work caused by lack of funds for personnel. In making the announcement, the commissioner blasted working conditions and salaries, which he said were not adequate to keep efficient help. Mr. Hunt withdrew the order a short time later.

The mutual agents' association was one of the groups which asked for investigation and reform if necessary. In the letter to Mr. Wyatt, Senator Hope said, "We have in the past allocated to the insurance department every penny available under the general revenue picture of the state," and that the appropriation for the department "will receive the same careful consideration that it has always received."

Conn. Mutual Names Top 5

Connecticut Mutual's five top producers among 21 representatives named to the company's new million dollar group by placing at least \$1 million in life insurance during 1954 were, in order of volume, Robert H.

Goldsmith, Los Angeles; J. Milton Edelstein, Chicago; Jerome Adler, New York; Samuel S. Herman, Chicago, and James D. Rosenbaum, Cleveland.

Minnesota Mutual Names Wells Boston General Agent

Reginald D. Wells has been appointed general agent at Boston for Minnesota Mutual Life. He succeeds F. Ronald Vincent who has been serving both as Boston general agent and New England regional group manager. Because of expansion in the group field, Mr. Vincent now will devote his entire time to his duties as regional group manager. He has been with the company six years.

Mr. Wells has worked in insurance supervisory and managerial capacities since 1929.

Ia. Agents' Exam Bill Fails

DES MOINES—The house of the Iowa legislature voted down, 43 to 60, a qualification bill for life agents after amending the measure to require all agents to take a written examination.

As drafted, the bill would have only required new agents to take an examination but the measure was amended by a voice vote to require present

agents to take the examination within a one year period. After the bill was amended it was voted down.

The senate passed and sent to the house a bill to permit life companies to invest in the International Bank for Reconstruction & Development.

Forgy Heads New Hancock General Agency in S. C.

Grady H. Forgy Jr., agency assistant in the home office general agency department of John Hancock since 1953, has been appointed general agent of a new agency at Columbia, S. C. He joined the company at Little Rock in 1947. He is past president of Leaders' Round Table of Arkansas, Little Rock Assn. of Life Underwriters and the graduate society of the Purdue and SMU institutes.

Mr. Forgy will open his new offices at 1306 Lady street, Feb. 21.



Grady H. Forgy Jr.

Here Is A Report You Should Have On

\$650,400,000

RETIREMENT PLAN CONTRIBUTIONS

Reports on retirement plan contributions by name of the firm of 515 employers have been distributed to subscribers of the RESEARCH REPORTS, an employee benefit plan loose leaf administrative service issued weekly by the publishers of the Employee Benefit Plan Review.

Total expenditures and unpaid past service liability figures (mainly 1953 data) for the 515 employers follows:

(Note: Figures are in millions. Last five digits are dropped, not rounded out.)

GROUP*	Companies Reporting	CONTRIBUTIONS			
		Future Service	Past Service	Total	Unfunded Past Service Liability
A	172	\$124.3	\$57.2	\$199.4	\$ 505.4
B	36	20.0	10.5	32.5	—
C	124	—	—	142.1	459.0
D	167	—	—	267.4	—
E	5	—	—	—	11.9
F	7	4.8	—	—	36.8
G	3	2.5	—	—	—
H	1	—	1.1	—	5.8
TOTAL	515	\$151.8	\$68.9	\$641.9	\$1,019.1
Future service contribution not in total				7.4	
Past service contribution not in total				1.1	
TOTAL ANNUAL CONTRIBUTION					\$650.4

*Grouped by data available

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Chicago Group Meeting Has Sparkling Card

(CONTINUED FROM PAGE 1)

Beers said. Much of it was formulated in accordance with the desires of the federal employees, he continued, though presently the government would pay one-third of the cost whereas employees are asking that it contribute one-half. He observed that the bill that apparently will be introduced seems to offer a high level of benefits for the premium that will be charged, and added that from some points of view the proposed plan is a "monstrosity". The government premium contribution would be limited to \$58.50 a year for an individual and \$156. for an employee with dependents.

Four basic plans will be offered, Mr. Beers said. Employees not covered under any of the other three categories would be covered under a standard plan. It is estimated about 600,000 persons will be covered under this plan at an annual premium of about \$60 million.

The standard plan would provide a \$12 daily hospital benefit for 70 days; 20 times the daily benefit, with a maximum \$240, for miscellaneous fees; a surgical schedule with a maximum of \$200; in-hospital medical benefits of \$3 daily; diagnostic laboratory benefits of \$50 a year, with \$25 allowed for each occurrence; and maternity benefits of \$150.

A major medical expense benefit is included under which the employee will be reimbursed, up to a maximum of \$2500, for 75% of his medical expenses over the basic benefits and over a \$100 corridor deductible.

For the approximately one million federal employees now covered by Blue Cross-Blue Shield, the government would take over one-third of their premium payments. The same arrangement would be made for present group plans offered through employees' agencies.

The fourth possibility would be purchase of coverage from an insurer by employees of a local governmental office, providing 75% agree to join the group and permission is obtained from the head of the agency.

The bill includes a provision for continuation of the coverage after retirement of employees, though there would be no participation on the part of the government. Employees also would be allowed to convert to a personal policy on leaving government service.

The program includes a formula for distributing reinsurance under which it is stated that any "legally competent" insurer would be eligible. Tentatively 50% of the reinsurance would go to insurance companies and the other half to organizations such as Blue Cross and Blue Shield. Under the formula smaller companies would receive a relatively larger proportion of the reinsurance than the larger companies. For example, insurers would be allotted so much reinsurance for the original \$100,000 of annual claim payments and correspondingly lesser allowances for each additional \$100,000 of claim payments.

Arthur M. Browning, New York Life, characterized a current attitude of many pension trustee advisers as presenting a major problem for insurers. They argue they now do all of the administrative work and consequently many funds would be better off self-insuring. To dispel this attitude, Mr. Browning said insurers will have to do a much better job of selling, pointing out clearly the many advantages of

ferred by the insurance company. The insurer offers a dollar spread not otherwise available, and in addition offers a creative talent that is much better suited to make improvements in a plan and see that it follows economic changes.

At the Monday afternoon session on sales and service, Emil E. Brill of General American Life and T. S. Baldwin, T. P. Coyle and R. I. Finell, all of Mutual Benefit H&A., spoke on personnel training of group underwriters and field representatives.

Mr. Coyle reviewed home office training and Mr. Baldwin discussed field training.

Mr. Coyle pointed out that it is in the underwriting section that a man learns to overcome the over-optimism of the producer and the over-pessimism of the claim man by analyzing each case thoroughly. Here he learns the functions of various company departments and how they are related. Through close association with the underwriter who is training him, he learns the proper procedures for handling the work which he will be required to do.

Upon assignment to a field office, Mutual Benefit underwriters are first assigned to inside administrative work, Mr. Baldwin said, so that practical information gleaned through home office training can be put to use immediately. The next step is to send them out with trained men, who gradually shift the responsibility to the trainees.

After a new field man has had experience giving field service, he is taken on sales calls by his manager and again, as he becomes ready, he is given the reins. His performance is a governing factor in determining whether the man will be put into sales, service or claim work.

The field agent's training is supplemented with home office bulletins and regional meetings. One such meeting is being held in Chicago in conjunction with the conference-bureau sessions. New sales ideas and techniques and current writing practices are to be discussed.

The A&H company eyeing brokerage business must recognize there is an important difference between a broker and its regular agents, Fred T. Googins, Massachusetts Mutual Life, pointed out at Tuesday's session. The regular agent has certain obligations regarding the placing of his business, whereas the broker is not a so-called company man and his interests for the most part are going to favor only his consumer client.

Generally, the broker has a greater and more flexible degree of control over the business, and this alone is one of the primary reasons for developing substantial brokerage connections, the speaker said. The broker, with his interests embracing all lines of coverages, has a fertile and far-reaching area for prospecting with respect to group life and A&H. Included among the clientele of the general broker are the biggest employer prospects.

Mr. Googins stated consideration must be given to scope of the product available and the cost at which it may be offered if a company is to achieve substantial participation in brokerage business. Because he is the servant of only his client, the broker is in a position to go far afield in seeking competitive bids and comparative analy-

sis, and it may be the client's primary consideration is solely that of net cost.

Describing progressive underwriting developments as the ultimate in broker attraction, Mr. Googins said notice of these must be given immediately so the broker can keep ahead of or at least in step with his competitors. While a broker may be tolerant of a company's disposition to proceed more slowly than others in fields of exploration, he will take a dim view if he is not looked upon as a preferred client who is informed of changes immediately. He warned the broker will not be long-suffering in this regard, however. From the nature of his business the broker is in an outpost position, often subjected to severe pressure, and as a result is disposed to indulge his imaginative powers with considerable vigor.

Because brokers frequently are concerned with large and extensively organized employers, Mr. Googins said their problems are commensurably greater than those of the regular agent. Brokers expect help in solving their problems and they will go where they can best obtain it. Frequently there are alternatives which need to be proposed and examined, and if flexibility is made evident at the time of the sale, there is assurance in the mind of the purchaser that he is in good hands and problems of the future will be resolved with similar consideration.

Observing there must be a high degree of confidence between broker and company, Mr. Googins said he favors cultivating a somewhat selective brokerage clientele rather than playing the field. He said there must exist a mutual knowledge of broker-company capabilities, organization and work habits—something that must be acquired by constant association.

Mr. Googins recommended careful selection of the field representatives who will develop brokerage business, particularly from the larger firms. They will be working not only with brokers but also with the broker's clients, and their abilities will have much to do with the broker's relationships.

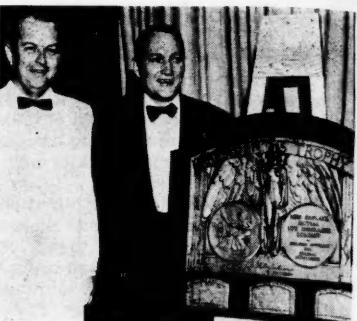
Service, more than any other consideration, is the basis of successful brokerage activity, Mr. Googins said. The broker dotes on it, expects it, demands it and is entitled to it.

Mr. Googins viewed the brokerage fraternity, with its thousands of participants, as constituting heavy artillery in meeting a greater portion of the cost of illness through insurance. Brokers can play a major role in educating labor and management as to their place in the evolution of social insurance, and they also reach the smaller but equally important consumer units.

Luncheon speaker Tuesday was Bob Considine, news commentator and columnist.

Other Tuesday speakers were J. E. Hellgren, Lumbermens Mutual Casualty; J. M. Rodemeier, Continental Assurance, and T. A. Watson, Lincoln National Life. Mr. Hellgren's talk is reported elsewhere in this issue.

Thomas A. Watson, group sales manager Lincoln National Life, opined that the good agent and broker wants to justify his position in a group case and there is even the danger of expending too much time and effort for the commission involved. However, there is also the possibility of agents depending too much on group men and losing contact with the employer and employee. Clients may feel they had done little to earn their group commission. Also opportunities for estate plan-



Bruce Bare, Los Angeles, left, receives New England Mutual's president's trophy from President O. Kelley Anderson in recognition of his agency's achievement in five agency-building categories in 1954. The presentation took place at the annual meeting of the company's General Agents Assn. at Hollywood, Fla. The agency averaged more than \$1 million a month. Five associates were among the top 100 in the company, and three are members of Million Dollar Round Table.

ning for the executives and sale of smaller policies to employees are lost.

Lincoln National decided to train its group men to help the agents and brokers with their group prospects but insisted they carry their part of the sale. In exchange, the group men would be on the look-out for "ordinary by-products" for the agent or broker, and in many instances help him promote ordinary sales.

It was decided to build a sales and service force by bringing in new men of a very high potential, even though not experienced in the business. Many of the men came directly from college, and although the record of turnover of college men in their first jobs is very high, he said, "we have been successful in keeping our turnover at a minimum. Most of the men are currently studying for CLU in order to be more effective in aiding the solicitor."

Mr. Watson said training the agency force in the sale of group by having them present on every sales or service call has improved the agents' earnings through "by-products" and the majority of them are now in a position to make smaller group sales without the help of group men.

Turning to service men, he said at present the company has no men in the field whose primary function is other than the sale of new business and he did not expect any expansion in the future except along these lines. Someone must effectively instruct the client in routines and make periodic calls, the greatest advantage of such calls being assurance that the client is "getting the most morale for his group insurance dollar. I don't believe this has been done effectively in the past by someone who is not remunerated directly for building morale and the participation in the case."

The company's system of sales and service is based on a method of incentive compensation which is purposely kept at a bare subsistence level. Everything over and above salary is a percentage of sales tied to the reducing commission scale of the agent and general agent to keep his compensation adequate on the smaller cases but not exorbitant on larger ones. Income from old business, which entails proper conservation of profitable clients, becomes increasingly important to him. Also, it is highly desirable that every effort should be made to retain busi-

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ness that has passed its initial years of high administration cost.

John Rodemier, assistant to the vice-president of Continental Assurance, said there is no need to go into detail as to what constitutes service in regard to a group case, but briefly his company believes that it means prompt, efficient payment of claims, proper administration, straightening out of billing problems, and making certain that the client is happy with the plan that he has purchased. He said the sales and service department of his company developed out of a need to offer better service to clients and the need to stimulate sales through the general agency system.

The service department which is comprised of young men, either in the home office or in the branch offices, with the primary job of servicing general agents and/or brokers, follows a definite company rule that no one from the department will call on any clients without first discussing their purpose of the call with the broker who produced the business.

Mr. Rodemier devoted the major part of his talk to service rather than sales. He believes good service develops future sales, "because a satisfied client means a satisfied agent or broker—our main source of new business."

The combination sales and service department's job is to make certain the buyer is pleased, with the main job of the sales department to educate general agents and managers to the opportunities in the group field, he said. Ten years ago 75% of the company's group production came from agents and brokers outside of the company, while today 75% of group production is through the company's own general agents.

Speakers at the Tuesday afternoon session on A&H conversions were Alan M. Thaler of Prudential, C. S. Lembkey of Continental Casualty and A. Howard Hotson of Zurich.

Mr. Hotson gave the history and results of Zurich's conversion plan to solve the problem of the retired employee who wants group benefits contained in an individual policy.

The plan was instituted in 1940 at the request of field men. Using as a pattern the conversion privilege used in group life, the hospital policy was amended so that retiring employees under 65 could maintain benefits without evidence of insurability or medical examination. The right to refuse renewal at any premium due date was reserved, and rates were from 35 to 50% above the then current group rates. No commissions were paid.

Only a small percentage of employees leaving group coverages took advantage of the conversion privilege, Mr. Hotson said, so that handling facilities were not overtaxed. Premiums received were adequate to cover both losses and expenses, even though renewals were on a very lenient basis, and in 1951 the 65 year age limit was removed and benefits increased.

From limited statistics available for the 1951-53 period, Mr. Hotson said it has been estimated that only 1.5 to 1.6% of those eligible to convert actually do. For each 100 employees converting there have been policies issued for an average of 166 individuals. The voluntary lapse ratio is high.

For the period, Zurich's premium income was about \$80,000 and the claims ratio between 70 and 80% of premium on this type of business. It appears the loss ratio is gradually rising, he said. At present, Zurich has

covered about 1,300 individuals for an annual premium of about \$40,000.

A. G. Weaver, John Hancock Mutual, and D. W. Pettengill, Aetna Life, discussed making coverage available for retired employees and their dependents. This session will be reported next week.

The workshops featured 10 topics covered in two sessions each morning so that those attending were able to sit in on more than one discussion. Evidencing the high interest, there was a good attendance at each session and wide participation in discussions.

Major medical insurance was put under the glass Wednesday morning, Edmund B. Whittaker, Prudential, reviewing developments to date, and A. M. Wilson, Liberty Mutual, outlining what lies ahead for the future. Mr. Wilson's talk is reported elsewhere in this issue.

Quillan Heads Pru Office Administration

Prudential has named 2nd Vice-President Francis S. Quillan as head of the general office administration department, succeeding Ronald G. Stagg, who is returning to Lincoln National.

Mr. Quillan has been connected with the planning and development department since last year. He joined Prudential in 1933 and was elected 2nd vice-president in 1948.

Mr. Stagg served as actuary and 2nd vice-president of Lincoln National before becoming president of Northwestern National, which he left to join Prudential in 1952.

Great-West Racks Up Giant Strides in 1954

Great-West Life placed a record \$393,018,704 of new business during 1954, compared with \$313,093,664 the preceding year. Insurance in force rose from \$2,370,863,574 to \$2,685,495,464. New group business of \$163 million was a substantial gain and group in force at year end totaled \$875 million. A&H premiums were at a record \$14,700,000, up almost \$3 million.

Assets stood at \$513,976,475, as against \$477,597,909. The net rate of interest earned was 3.93%, compared with 3.76%. The contingency reserve and surplus were increased by \$2,797,000 and together with capital now total \$27,900,000. Benefit payments amounted to \$44 million.

Bankers Life & Casualty Denies FTC Charges

(CONTINUED FROM PAGE 1)hibits could be approved by Mr. Laughlin at one time. Even under the speed-up, it took nearly an hour to have the first 69 exhibits introduced.

Representatives of Continental Casualty, Combined, Reserve Life of Dallas, and United of Chicago were on hand as the hearing opened. Also attending were C. C. Fraizer of Lincoln, general counsel of H&A Underwriters Conference; Robert S. Neal, resident counsel at Washington for the conference and Bureau of A&H Underwriters, and A. L. Kirkpatrick, insurance manager of the U. S. Chamber of Commerce.

Conn. Mutual G. A. Advisers

New members of Connecticut Mutual's general agents' advisory committee are C. A. Helland, San Antonio; Norris Maffett, Philadelphia; T. N. Moody, Ft. Worth, and C. E. Stumb, Detroit. W. K. R. Holm, Providence, and J. T. Purves, Albany, are co-chairmen.

B.M.A. Makes Several Changes at Home Office



Back row, B. V. Alton, J. C. Wittlake, E. A. Carlson, D. H. Armstrong, G. M. Aldridge; front row, W. D. Grant, J. G. Phillips, C. M. Barricklow and J. W. Sayler.

John W. Sayler, vice-president in charge of sales of Business Men's Assurance, has been elected to the board. With B.M.A. since 1932, Mr. Sayler has served as vice-president since 1947. He is a director of LIAMA.

W. D. Grant, reinsurance vice-president and a director, was elected to the finance committee. He takes the place of his late father, W. T. Grant who was chairman and founder of the company. He has been a vice-president since 1951.

C. M. Barricklow was named group vice-president. He was a sales representative from 1938 to 1948 when he went to the home office as a sales assistant. He has been assistant vice-president since 1953.

In addition, John G. Phillips was named assistant vice-president,

George Aldridge assistant secretary and D. H. Armstrong director of sales service.

J. Clarke Wittlake, assistant to the president; E. A. Carlson, assistant secretary, and B. V. Alton, director of personnel, were made members of the administrative committee.

Ia. Governor Suggests Retaliatory Premium Tax

DES MOINES—Governor Leo Hoegh in his budget message to the Iowa legislature said the state could increase its revenue \$600,000 a year by enacting a retaliatory insurance tax law. The present Iowa premium tax is 2%. The governor would require foreign insurers to pay the same tax in Iowa as charged against Iowa companies operating in their home states. This would go as high as 6% in some cases.



More than a BILLION DOLLARS of Life Insurance in force

FRATERNALS

NFC Proposed Uniform Code Now Under Study

Copies of a proposed uniform fraternal code for the National Fraternal Congress have been sent to its member-societies and members of National Assn. of Insurance Commissioners for them to study and make suggestions for changes.

March 15 has been set as the deadline date for suggestions to be made, after which subcommittees of the NFC and NAIC will meet to go over them. The final code adopted by the two groups will be submitted to the NAIC and NFC for their approval.

The proposed code, (redraft dated Jan. 6) is a result of an NAIC fraternal committee suggestion in December of 1953 that efforts be resumed for the adoption of a uniform fraternal code. The subcommittees that have been working on it have already held three joint sessions.

1955 Quota of \$100 Million Is Set for K. of C. Agents

A 1955 insurance quota of \$100 million was disclosed by Supreme Knight Luke E. Hart at the Knights of Columbus mid-winter agents' meeting at Chicago at which several new records were reported for 1954.

These included applications for \$76,225,500 of new adult and juvenile business, a 39% gain over 1953; a new high in memberships and amount in force, 328,875 and \$479,155,838, respectively, and a new monthly high in December of \$8 million in business.

The supreme knight's campaign conducted during the last quarter of the year resulted in more than \$22 million of written and paid for insurance received at the supreme office.

Gleaner Life to Build at Birmingham, Mich.

Gleaner Life has acquired a 2½ acre site at the southeast corner of Woodward and Quarton avenues, Birmingham, Mich., on which construction of a new home office building will begin sometime this year. It is estimated that the project, including land, will cost about \$1 million. The present Gleaner head office in Detroit was constructed in 1909.

Printing Plant Dedicated

The Knights of Columbus new printing plant in New Haven was dedicated in ceremonies participated in by Mayor Lee, Gov. Ribicoff, Supreme Knight Luke E. Hart, and Archbishop O'Brien of Hartford, who blessed the building and new presses. The plant is equipped to handle the printing for the more than 3,500 local councils.

Hear Logan at Chicago

The Chicago Fraternal Underwriters Assn. January meeting was an all-day sales session addressed by Russell Logan, Ohio State Life general agent at Bloomington, Ill. Topics covered included a newer and quicker discount method for arriving at insurance needed, programming and estate planning.

Maccabees Promotes Taylor

Thomas A. Taylor has been advanced to underwriting specialist by the Maccabees. Mr. Taylor, with Maccabees at the home office since 1941, has been actuarial assistant.

Fete Lutheran Brotherhood Leaders

Twice as many Lutheran Brotherhood representatives qualified for membership in the President's Club in

1954 as were selected in 1953. The 28 producers of \$500,000 or more were honored at a luncheon at Minneapolis.

Leroy Backberg, Staples, Minn., Clinton Bell, San Francisco, and Walter Luecke, East Paterson N. J., who reached the goal in less than a year of service, described their activities. Special recognition went to James B. Williams, Baltimore, who topped the list, and Herbert Mullen, Stoughton, Wis., second.

Baltimore CLU Seminar Scheduled for Feb. 17

The Baltimore CLU chapter's annual sales seminar Feb. 17 will be on business life insurance and the 1954 revenue act.

Speakers will include H. Bruce Palmer, Mutual Benefit Life's president; Daniel P. Cavanaugh, Aetna assistant general counsel; Edwin H. White, vice-president of R&R, and Willis B. Snell, III, Washington attorney.

Working with the CLU on the seminar are the Baltimore Life Underwriters Assn., General Agents & Managers Round Table and Life Insurance Trust Council.

Asks Proposed Dixon-Yates

Loan Be NAIC Zone 6 Topic

The contemplated \$77 million loan by Metropolitan Life and New York Life to the Dixon-Yates combination, if that contract finally is approved by congress, may be a topic on the agenda of the Zone 6 meeting of National Assn. of Insurance Commissioners March 9-10.

Commissioner Holmes of Montana in a letter to Zone Chairman Sullivan of Washington asked that this subject be included in the agenda. Noting that the Dixon-Yates combination has been a heated controversial issue, he said he was "thoroughly opposed to any investment of funds by insurance companies where policyholders' money is placed at risk in such a venture as proposed."

\$1,015,000 Jan. for Nashem

NEW YORK—Mutual Benefit Life's Lee Nashem agency, which did an \$8 million business in 1954, reported \$1,015,000 of paid-for business in January.

The agency's growth over the past seven years was complimented by Richard E. Pille, vice-president in charge of agencies, at its annual luncheon meeting.

Mr. Pille termed as "outstanding progress" the agency's increase in business from \$1.4 million in 1948 to last year's new high and its growing sales force which has increased from five to 25 agents during the same period.

Mr. Pille presented the National Sales Executive Club's distinguished salesman award to Albert Greenhouse. The club's award of achievement went to James Sloat and Murry Greenberg. Seymour Block was presented as the agency's "man of the year."

CLU Economic Meet Set

Chicago CLU chapter's economic conference covering section I of the CLU course is scheduled for Feb. 16 at the Hotel La Salle. The panel sessions will begin at 9 a.m. and end at 1. There will be a mid-morning intermission but no lunch.

The panel will deal with employee benefit plans and chairman is George H. Gruendel, New England Mutual general agent. Participants are John A. Churchman, group manager Great-West Life, who will handle group benefits; Charles A. Cummins, Equitable Society, who will take care of the pension planning section, and from out of town, Adon N. Smith II, Northwestern Mutual Life, president Adon Smith & Associates of Charlotte, N. C., profit sharing. Tickets are \$5.

A session on section II of the CLU course is scheduled for April 5.

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

\$161,934,845. In excess of \$500,000 was credited to surplus after all reserves were set up and at year-end there were \$131.72 of assets for every \$100 of liability. A quarterly dividend of 15 cents per share was declared, payable April 29 to stock of record April 11.

FTC May Get More Power Over A&H Ads

A suggestion has been made in Congress that it should consider giving the federal trade commission broader authority to control A&H advertising if its jurisdiction in the current investigation be successfully challenged. The proposal was made at a House commerce committee meeting on federal agencies within its jurisdiction.

SHOW 1954 INSURANCE RESULTS

	1954 New Life Ins. Bus. \$	1953 New Life Ins. Bus. \$	1954 Increase in Life Ins. In Force	1953 Increase in Life Ins. In Force
Columbian National Life	81,770,426	52,396,787	51,655,008	17,386,149
Commonwealth Life	179,103,888*	170,953,547	85,136,694	97,680,310
Continental Assur.	588,219,460	354,036,733	539,673,179	409,182,087
Liberty National Life	188,117,023	170,414,759	68,593,935	57,401,784
Life of Virginia	298,388,749	242,679,557	165,574,372	131,082,920
North American Life	122,587,309	108,376,861	90,905,213	85,885,552
Ohio State Life	34,464,473†	33,663,912‡	16,713,673	16,850,388
Texas Prudential	54,385,564	52,903,793	9,017,251	11,599,508
Washington National	276,028,597	198,112,070	160,864,659	118,323,678

New business figures include the following amounts of revivals and increases for 1954 and 1953 respectively: 1, \$851,864, \$500,209.

Figure includes the following amount of group life for U. S. government employees: *\$15,269,800.

Allsopp, Kvernland Rode, Advanced by Pru

Thomas Allsopp, II, executive general manager of Prudential's regional home office in Jacksonville, Fla., since 1954, has been elected 2nd vice-president and will return to the home office in Newark to join the planning and development department.

Jack T. Kvernland, a fellow of the Society of Actuaries, who has been general manager of the comptroller's department since 1952, was advanced to executive general manager at Jacksonville to replace Mr. Allsopp. He joined the company in 1940.

Erwin A. Rode, assistant actuarial director since 1951, was elected assistant comptroller and will take over the duties formerly performed by Mr. Kvernland in Newark. He is a fellow of the Society of Actuaries. He joined Prudential in 1948.

Mr. Allsopp was named general manager of the ordinary policy department in 1948, and went to Toronto in 1950 as director of administration, when the company established its Canadian head office there.

N. W. National Has Best January

With written sales totaling \$11,498,000, January was the best such month in Northwestern National's history. White & Odell, Minneapolis, was the leading agency with production of better than \$2,600,000.

N. Y. Incontestability Bill

A bill has been introduced in the New York legislature providing that an A&H policy would be incontestable after two years instead of three years as to statements contained in the application.

FRANKLIN O. NICHOLS, 65, assistant to the personnel director of Metropolitan, died at his home in New York City. He joined the company in 1945. He was recognized as an authority on interracial problems and had done considerable work in this field.

GEORGE E. TOWNSEND, 64, secretary of Philadelphia Life, died at his home in Merchantville, N. J., after a short illness.

FRED L. TUOHY, 79, a retired assistant supervisor of John Hancock's Rochester office, died.

Pension Funds Going into Investment Market

During the first 75 days of 1955, 415 employers having approximately 500 of the 27,000 private retirement plans now in effect will be contributing about \$600 million to their trust funds and insurance companies for investment, according to a report compiled and released by Employee Benefit Plan Review Research Reports, Chicago.

Names and data for 501 companies are included in the report, along with their tax year dates. Approximately 83% of the companies (415) are on a calendar year tax basis (Dec. 31) and they contributed \$609,841,761 or 90% of the \$677,753,831 total for the 501 companies during the last year for which data is available (1953 in a majority of cases). The internal revenue code requires employers on an accrual tax basis to complete their contributions to retirement funds within 75 days after the end of their taxable year.

An average annual contribution of \$1,280,000 to employees' retirement plans was reported by 510 companies. For 208 companies which provided data on both their past service (prior to start of plan) and future service contributions, 68% of the total contributions represented credits for future service (after installation of plan).

For 309 companies which reported a total of \$1,019,112,428 in unpaid past service liability, the average was \$3,330,000 per company. For the 173 companies which reported data which could be compared, the average past service contribution for the year was 11.4% of the remaining unpaid past service liability.

Bankers National Record

Bankers National in January recorded the largest ordinary volume in a single month in its history, with production 83% over January, 1954 and 57% greater than its previous highest month.

Liberty Life Occupies New Home

Liberty Life has moved into its new, \$2.5 million, four-story home office in Greenville, S. C. The building, the largest single office structure in the state, has year-round air-conditioning.

"It's a way to have your cake
and eat it, too!!"



"Here's what I mean. This TV show got me to thinking about the future—my *own* future and my family's—and with the help of a life insurance agent, I did something about it. If anything happens to me, my new life insurance program will take care of Janet and the children. They'll have a home, an income, and enough to pay the expenses of college. That's *having the cake*. But if I'm still around at retirement age, then I'll begin to *eat it, too*—because this same life insurance program will pay me a monthly retirement income just as long as I live. Maybe I'll be taking a *real* trip to the moon in my old age."

More than any other human agency, the life insurance salesman effectively imposes a *pattern* on the future, winning, in the daily pursuit of his profession, a highly respected place in his community.

AETNA LIFE INSURANCE COMPANY

HARTFORD 15



CONNECTICUT

The Case of the MAULED MAILMAN



Solved by Accident Insurance

A rural letter carrier was stuffing mail into a roadside box when his foot slipped off the clutch and his car darted forward. He rode several yards down the road with the uprooted mailbox as an unintentional sleeve. (Claim payment—over \$500)

No one is immune from accidents. They happen without warning . . . striking suddenly and leaving lingering effects. Even when the pain is gone, savings can be used up, or earning power permanently impaired.

But if your clients have Accident Insurance, they will be sure of important financial protection, helping to pay medical expenses, and providing weekly indemnity payments during disability.

Your nearest Travelers manager will be happy to give you full details of The Travelers up-to-date Accident contracts . . . backed up by a full selection of sales-building advertising and leaflets.

THE TRAVELERS INSURANCE COMPANY

Hartford 15, Connecticut